WELCOME NOTE

Dear Delegate

I am delighted to welcome you to Bournemouth University for the Extraordinary Experiences Conference. Organised in association with Breda University of Applied Sciences, this conference brings together academics and practitioners from a number of countries to advance the management of the consumer experience in hospitality, leisure, sport, tourism, retail and events. The conference is sponsored by Poole Tourism, The CEM Group and Bournemouth Tourism and is supported by a leading international publisher; Channel View Publications

A key feature of the conference is the inclusion of a number of key note addresses from leading academic & industry figures. In addition, the conference offers a number of opportunities in which you are invited to hear and participate in sessions presented by academics from the UK, The Netherlands, China, Canada, Finland, Australia, Brazil, Norway, Portugal, Greece, Austria, Hungary, Spain and Ireland.

We really hope that you enjoy the conference and that the mix of presentations from key note speakers and sessions led by academics, in addition to the conference dinner which is being held at the award-winning WestBeach restaurant, provide you with an informative, thoughtful and enjoyable couple of days in an informal and relaxed environment.

In addition to the academic programme we have arranged a number of extra-ordinary activities for you. On Monday, the street-theatre group Flame will be performing in the intervals and offering you the chance to acquire some circus skills. They will be staging a spectacular fire-show in the afternoon break.

Monday evening starts with a reception at the Russell-Cotes Museum, giving you a chance to experience Bournemouth's extraordinary cultural secret before moving on to the culinary delights of Westbeach.

For a chance to exercise your own creativity, you will find a small packet of modelling clay in your conference bag from which to fashion your own souvenir of the conference. There will be a prize for the best exhibit, to be judged on Tuesday lunchtime. The pieces vary in colour so you can trade with other delegates to find the right combination for your creation.

Enjoy the extraordinary experience!

Professor Nigel Hemmington
Dean
School of Services Management, Bournemouth University

Conference Team: Mike Morgan, Pam Watson, Alan Fyall, Caroline Jackson and Blake Ashwell

CONFERENCE KEY NOTE SPEAKERS

Professor Joe Jeff Goldblatt, CSEP, Professor & Executive Director for Professional Development Programs and Strategic Partnerships, Temple University

Joe Goldblatt is a Professor of Tourism & Hospitality Management in the School of Tourism & Hospitality Management at Temple University in Philadelphia, Pennsylvania. He also serves as executive director for professional development and strategic partnerships at the School. He is the founding president of the International Special Events Society and the founder of the first master's degree and professional certificate programs in the field of event management. He is the author of seven books and hundreds of articles. His books include Special Events, The Art and Science of Celebration, Special Events, The Best Practices in Modern Event Management, The Ultimate Guide To Sport Event Management and Marketing , Dollars and Events: How to Succeed in the Special Events Business, and he is the co-editor of the International Dictionary of Event Management. He serves as the first Series Editor for a new series of books in the event management field to be published during the next decade by John Wiley and Sons Publishers. He has produced hundreds of events for luminaries including two U.S. presidents, the opening of the famed Donald Trump Taj Mahal Resort, and delivered speeches on several continents. Our speaker is the founding president of the International Special Events Society and in 1997 received the first Lifetime Achievement award for service to the industry. The 25,000 readers of Event Solutions Magazine voted for him to receive the Industry Visionary Award for 2000 for his contributions to event management education and research. When asked to describe his favorite special events, he quickly names two, his sons, Max and Sam!

Professor Diane Nijs, Professor in Imagineering, Breda NHTV

Diane Nijs is Professor Imagineering at NHTV. Nijs studied Biomedical Sciences at the University of Louvain and Leisure Management at the Free University of Brussels. She participated in the Marketing-Management programme at EHSAL Brussels. In 1986 she started her career at NHTV as Director of the Leisure Management programme. In 1993, she took up a position as part-time lecturer in International Marketing and Management of Attraction Parcs. In addition, she worked for Efteling and VRT/Ketnet (the Belgian Public TV youth channel) via her own consultancy agency Attract, Imagineering Company. Since 1999 she has worked as a strategic advisor for LDV, a Belgian strategic communication agency. In 2002 she published the bestseller 'Imagineering' (3rd edition) together with her NHTV colleague Frank Peters. She has advised several national and international companies on their brand strategy in the experience economy. Moreover, she is a guest speaker at national and international conferences and seminars. As Associate Professor in Imagineering she coordinates a research programme on emotional loyalty/commitment. Her main area of research interest is the application of imagineering to destinations in a tourism context.

Koert de Jager, President, International Relations for NHTV Breda University of Applied Sciences

Koert de Jager is Director of the Strategic Centre for Internationalization, and President, International Relations, for NHTV Breda University of Applied Sciences. He is co- director for a new international Master programme in Imagineering. This Master program in business innovation has been designed to provide a voyage of discovery, an expedition, in search of a new enterprise logic for companies or organisations. This started September 2006 and includes an Executive route offering intensive residential sessions for managers of leading companies in the Netherlands. His current research is into the experience of tourists and the possibilities this presents for value innovation of tourism destinations.

David Hoare, Retail Director, Hall and Woodhouse

David Hoare is the Retail Director at Hall and Woodhouse (an independent family brewery) where he has overall responsibility for the strategic direction, operation and profitability of the company's managed pub estate. He joined in 2001 and has completely repositioned the pub estate in terms of proposition, culture and infrastructure. Before joining Hall and Woodhouse his career has included , variously, Operations Director at United Cinemas International, head of business affairs for BBC Worldwide and as a theatre production and tour manager in the West End and internationally. His business philosophy and drive is rooted in his background in the theatre – the principals of which are, he believes, applicable to all leisure and service industries. It's all entertainment.

Professor J.R. Brent Ritchie, Professorship of Tourism Management, Haskayne School of Business, University of Calgary

Dr. Ritchie holds the Professorship of Tourism Management in the Haskayne School of Business at the University of Calgary. He also serves as Chair of the University's World Tourism Education and Research Centre. He was elected as the Founding Chair of the World Tourism Organization's Tourism Education Council in 2001. In 2004, he was awarded the WTO Ulysses Prize for "his scientific contributions to the theory and practice of Tourism Policy, as well as his leadership over the past 25 years in the area of tourism education and research." He has published extensively on tourism and related topics in leading journals in the field. He is co-author of numerous books, most notably: ◆Tourism: Principles, Practices, Philosophies (now in its 9th edition and widely regarded as the leading introductory textbook in the field of tourism); ◆Travel, Tourism and Hospitality Research: A Handbook for Managers and Researchers; ◆Consumer Psychology of Tourism, Hospitality and Leisure-Vol 2. His most recent book, ◆The Competitive Destination: A Sustainable Tourism Perspective, has been endorsed by the World Tourism Organization as a theoretical and practical framework for effective Destination Management. He currently serves on the Editorial Review Boards of numerous other leading journals in the field. Dr. Ritchie's ongoing research interests include the study of tourism destination management, destination competitiveness and sustainability, travel destination images and branding, tourism policy, planning and development, managing quality service in tourism, regulatory policy in the airline industry, enhancing productivity and competitiveness in the industry and managing the tourism impact of such mega-events and attractions as the XV Olympic Winter Games and world expositions. His current active research focuses on destination competitiveness, destination branding, destination management, the environmental impacts of visitor behaviours, and the tourism experience.

Professor Nick Johns, School of Services Management, Bournemouth University

Professor Nick Johns was formally the Dean of the Graduate School and Director of Research at Glion Institute of Higher Education, Switzerland. He also holds the title of Honorary Professor of Service Industry Management at Queen Margaret University College Edinburgh. Previously, Nick has held research and teaching posts at Oxford Brookes University, Hong Kong Polytechnic University, The Institute of Regional and Tourism Studies (Bornholm, Denmark) and Norwich Hotel School. He has also presented short courses and work on short term consultancy projects at various locations world-wide. Nick has extensive teaching and research experience, especially in service quality management and has published widely in this field. His current research interests include the development operationalisation of quality assurance testing in hospitality and other service industries, and the purpose and nature of service consumption in our society.

Professor Conrad Lashley, Head of the Centre for Leisure Retailing, Nottingham Business School, Nottingham Trent University

Conrad Lashley is Professor of Leisure Retailing and Director of the Centre for Leisure Retailing at Nottingham Business School. He is editor of Butterworth Heinemann's *Hospitality, Leisure and Tourism* series of books and co-editor of the same publisher's *Events Management* series. He is co-editor of *Hospitality Review*, and on the editorial boards of both *The International Journal of Hospitality Management*, and *The International Journal of Contemporary Hospitality Management* as well as the *Journal of Hospitality and Tourism Management*. He is a member of the Australian government's panel of experts for the Tourism and Hospitality Centre for International Excellence and is Chair of East Midlands Tourism's *I-WORK* project. He has published over 200 academic research paper, conference papers and chapters in edited books. He has authored twenty books and published reports including *Hospitality: a social lens*, *Timeshare Resort Operations: a guide to management practice*; *Empowerment: HR strategies for service excellence* and *Hospitality Retail Management: a unit manager's guide, In Search of Hospitality: theoretical perspectives and debates*, and *Franchising Hospitality Services*, plus *Business Development in Licensed Retailing* and *Organisation Behaviour for Leisure Services.*

Professor Brian Wheeller, Visiting Professor of Tourism, NHTV Breda University of Applied Sciences

Brian Wheeller is Visiting Professor of Tourism at NHTV, Breda and holds honorary positions at a number of UK universities. He has degrees in Economics, in Applied Economics, in the Economic Impacts of Tourism, and in American Literature. His doctorate is in Critiquing Eco/Ego/Sustainable Tourism: Broadening Horizons. Brian's current research revolves around the links between travel, tourism and popular culture – in particular literature, art, film and music. His interests also embrace humour, the visual and the use of image in tourism and tourism education – exemplified by his recent works on Wallace and Gromit, an evaluation of the postcards of Donald McGill and on their respective relevance to contemporary tourism thinking.

Alan Fyall, Deputy Dean: Research & Enterprise, School of Services Management, Bournemouth University

Alan Fyall is the newly appointed Deputy Dean: Research & Enterprise in the School of Services Management, Bournemouth University. His areas of expertise span the management of attractions, heritage tourism and destination management. Alan has co-edited Managing Visitor Attractions: New Directions and Managing World Heritage Sites published by Elsevier Butterworth Heinemann, while he has co-authored Tourism Marketing: A Collaborative Approach and the third edition of Tourism Principles and Practice published by Channel View and Pearson Education respectively. Alan has managed a number of projects on the determination of suitable structures for emerging Destination Management Organisations in the UK while he has also conducted work in the Caribbean and Southern Africa for the Commonwealth Secretariat which delivered a strategic framework for future interventions by the Secretariat in the tourism sector. Alan was also the author of two Policy Briefs written for the Commonwealth Tourism Minister's Meetings held in Kuala Lumpur and Abuja in 2004 and 2005 respectively and is currently serving as an adviser to the Commonwealth Tourism Centre based in Kuala Lumpur, Malaysia.

CONFERENCE INFORMATION

Drinks Reception

The evening will commence at the Russell Coates Museum with drinks & canapés which are kindly sponsored by Bournemouth Tourism. We will then make our way down the seafront to the dinner venue.

Conference Dinner

The conference dinner is to be hosted at the award-winning WestBeach restaurant on the evening of Monday 3rd September 2007. This will provide an excellent opportunity for informal networking as well as enabling you to savour the culinary delights of the South West. WestBeach is at Pier Approach, Bournemouth and sits just metres from the beach. Information on WestBeach can be found at: http://www.west-beach.co.uk/.

Bournemouth

Bournemouth, in the county of Dorset, is a long-established tourist destination and as Britain's premier seaside holiday resort, attracts visitors from all over the UK and beyond. Famous for its 12 kilometres of sandy beaches, beautiful parks and gardens and a cosmopolitan atmosphere, Bournemouth blends a traditional British seaside resort with a busy and thriving town. Bournemouth is situated on the south coast of England and is less than two hours from London. With a population of just over 163,000, it is large enough to have all the facilities of a big town but small enough that you never feel lost. It has some of the best beaches in the UK and has won numerous prestigious awards including the European Blue Flag Awards, which are recognised internationally as a sign of clean, well looked after beaches. On some beaches you can enjoy different watersports or maybe a game of volleyball in one of the Game Zones. With 2,000 acres of award-winning parks and gardens, you can always find somewhere to sit and read a book or newspaper, or even study. There are cafés on the promenade and during the summer, free firework displays provide an exciting end to a hard day's sunbathing. The town centre is divided into two main streets with a big café in the middle called the Obscura Café that provides an excellent location to sit and watch the world go by. Just west of Bournemouth, the stunning World Heritage coastline, with romantic locations such as Durdle Door and Lulworth Cove, attracts admirers from all over Europe and beyond.

Bournemouth University

Bournemouth University is a modern and innovative institution with six distinctive Schools of study reflecting an emphasis on education as a pathway to professional success. The University enjoys a reputation for its commitment to wide ranging opportunities through learning, research and enterprise while it is one of the premier providers of higher education for the professions in the UK. The University works with key employers and other organisations closely related to its areas of expertise. Its programmes are designed and delivered in such a way as to give graduates a head start in pursuing employment and career enhancement. Bournemouth University consistently has one of the highest graduate employment rates in the UK (nearly 85% compared to national average of 74.3% - Higher Education Statistics Agency 2003/4). It is large enough to offer students diversity, yet small enough for them to be part of a friendly and thriving cosmopolitan community. Bournemouth University is proud of its quality assurance record. The most

recent teaching quality assessments have resulted in ratings of 'excellent' for programmes in the areas of communication and media, business & management, catering & hospitality, archaeology and nursing and midwifery.

The 2008 Guardian University League tables have named Bournemouth University as the number one University to study Tourism (including Hospitality & Leisure), this follows its number one position in the Sunday Times Head Teachers survey in 2006.

Taking the Lead in Experience Research @ BU

The School of Services Management now covers an impressive range of sectors - hospitality, tourism, leisure, retail, food, events and sport. One thing that the sectors have in common is that they all exist to provide consumers with experiences.

Mike Morgan and Pamela Watson have just written a Resource Guide to Extraordinary Experiences for the Higher Education Academy's Hospitality, Leisure, Sport and Tourism Network website. This Guide aims to provide teachers and students with key readings and concepts that will help them analyse these experiences and evaluate the management activities involved in designing and staging them. It brings together two strands of literature about experiences, one from the management and the other from the consumer perspective.

Mike explains, 'It is the growth of our sectors, and the examples of high-profile companies like Disney and Starbucks, which have led to the concept of the experience economy and experience management. This is seen as an answer to the problems of how to remain competitive in markets where global competition and internet technology have turned products and services into commodities, bought and sold on price alone. But there is also a very interesting literature looking at the experiences themselves. This is a reaction to the limitations of seeing consumer behaviour purely in terms of cognitive information processing. Experiences are subjective, emotional states laden with symbolic meaning, particularly in leisure-time situations. These insights can be used, for example, to explain the growing interest in participative and extreme sports, and in new types of cultural, adventure, sports and creative tourism.'

NHTV Breda University of Applied Sciences

NHTV was founded in 1966 as an institute offering management programmes in tourism and leisure and in this field, it is the largest and leading educational institute in the world. In addition to the four-year Bachelor programmes in Tourism and Leisure Management, new Bachelor programmes have been developed, such as International Hotel & Facility Management, International Media and Entertainment Management, International Game Architecture and Design and programmes related to Urban Development, Logistics & Mobility. Furthermore, NHTV offers several Master programmes: European Tourism Management, Tourism Destination Management and Imagineering. NHTV is a modern and dynamic higher education institute with 6,500 students from over 50 countries.

Imagineering: Business innovation from the experience perspective

Imagineering is one of the spearheads of NHTV's strategy and as such can be found back as theme in all Bachelor programmes. Imagineering is defined as value innovation and value creation from the experience perspective. This perspective mostly requires strategic innovation (building the bridge of meaning, creating a high-involvement experience concept) after which continuous creative business development (exploitation of the bridge, implementation of the new enterprise logic) becomes possible.

Imagineering concerns strategic thinking and instrumental acting, aimed at the integration of intentions and behaviour of entrepreneurs and consumers in the creative knowledge economy. Imagineering is, just like all business development activities, not marketing and not product development, but the development of the link between these two and the organisation of this link, not from a technological or economic perspective, but from the experience perspective. It involves the explicit aim of inspiring and facilitating creativity and co-creation in all interested parties. A holistic concept lies at the heart of imagineering, this holistic aspect also extends to the demand side. In line with its strategy a Master programme in Imagineering has been developed by the NHTV. This professional, in-depth programme gives participants the opportunity to study innovation and change management from the experience perspective at Master level. Participants are expected to write an academic thesis covering the Business Transformation Plan.

Conference Room Locations

The opening and closing of the Conference and all of the Keynote Speaker Sessions will take place in the Allsebrook Lecture Theatre which is located in the centre of Talbot Campus. All Parallel Sessions will take place in the Thomas Hardy Suite which can be found at the front of Talbot Campus. All rooms associated with the conference will be clearly signposted. In addition, a number of conference organisers will be around to guide delegates.

Coffee Breaks and Lunches

Coffee Breaks will be provided in the Casterbridge Room (within the THS), however entertainment will be provide during breaks on Monday 3rd September so you may also wish to partake.

Lunch on both days will be provided in the new refurbished BU refectory. If you have any particular dietary requirements please inform a member of staff on the registration desk as soon as possible.

Internet Access

Internet access will be provided via computers in the IT suites in the Thomas Hardy Suite which can be found at the front of Talbot Campus. Log on details to enable access to these computers are available from the registration desk on request.

Hospital and Doctors

Royal Bournemouth Hospital (Accident & Emergency), Castle Lane East, Tel: 01202 303626 (switchboard), 01202 704167 (24 hour accident centre). University Health Centre (Talbot campus), Tel: 01202 965378 or extension 65378 from a phone on campus.

Safety and Security

We have a very safe campus, but in the interest of safety and security please wear your delegate badge and keep your personal belongings with you at all times. In order to ensure your safety we would like to advise you of the following guidelines:
▪ First Aid assistance is available at Poole House Reception or from one of your conference organisers;
▪ Muster Stations are clearly highlighted in all conference rooms.
▪ A no smoking policy operates in all University buildings.
▪ Toilets are clearly highlighted throughout the campus.
▪ In the event of an emergency dial 2222 on any internal telephone.
▪ For Security dial 3333 on any internal telephone.

Taxis / Transfers / Travel Information

UNITED Taxis – 01202 556677   MOBILE Radio Cars – 01202 518000

Other Travel Information
Train information 08457 484950   Southampton Airport 0870 0400009
Heathrow Airport 0208 7594321   Gatwick Airport 01293 535353

TRANSDEV YELLOW BUSES — Route 6a 6b 6c timetables

6a Bournemouth – Kinson via Wallisdown Road, University and West Howe
6b Bournemouth – Kinson via Wallisdown Road, University and Bear Cross
6c Bournemouth – Canford Heath via Wallisdown Road, University, Alderney and Tower Park

Mondays to Saturdays except Public Holidays

	Stop	6b	6c	6a	6b	6c		6b	6c	6a		6a	6b	6c	6b	6b	6b	6b	6b
SQUARE, Gervis Place	S	0700	0720	0750	0810	0830		10	30	50		1750	1810	1830	1915	2015	2115	2215	2315
Bournemouth Station	4	0707	0727	0757	0817	0837		17	37	57		1757	1817	1837	1921	2021	2121	2221	2320
Winton, Banks		0714	0735	0805	0825	0845		25	45	05		1805	1825	1845	1927	2027	2127	2227	2326
University		0718	0739	0809	0829	0849		29	49	09		1809	1829	1849	1930	2030	2130	2230	2328

Route 6a 6b 6c timetables

6a Kinson - Bournemouth via West Howe, University and Wallisdown Road
6b Kinson - Bournemouth via Bear Cross, University and Wallisdown Road
6c Canford Heath - Bournemouth via Tower Park, Alderney, University and Wallisdown Road

Wallisdown, Roundabout		0651	0721	0741	0801	0821	0841	0841		01	21	41		1821	1850	1950	2050	2150	2250
University		0654	0724	0744	0804	0824	0844	0844		04	24	44		1824	1852	1952	2052	2152	2252
Winton, Banks		0700	0730	0750	0810	0830	0850	0850		10	30	50		1830	1856	1956	2056	2156	2256
Bournemouth Station	6	0705	0735	0755	0815	0835	0855	0855		15	35	55		1835	1901	2001	2101	2201	2301
Bournemouth Pier		0709	0739	0759	0819	0839	0859	0859		19	39	59		1839	1905	2005	2105	2205	2305
SQUARE, Gervis Place	S	0713	0743	0803	0823	0843	0903	0903		23	43	03		1843	1909	2009	2109	2209	2309

Secretariat / Registration / Messages

The registration desk in the main reception area of Poole House, Talbot Campus will be staffed during the conference to help you. Messages may be left with staff manning the registration desk.

Day 1: Karen Ward, Maeve Marion, Susanne Ohmann   Day 2: Maeve Marion, Thansis Spyriadis, Susanne Ohmann

MONDAY 3rd SEPTEMBER 2007

0930 - 1050	**Keynote Speakers – Allesbrook Theatre** Alan Fyall, Nigel Hemmington – Welcome and briefing John Mason – YellowThread Joe Goldblatt – 'Playing the Five Senses'		
1050 - 1120	Coffee Break – Casterbridge Room		
1120 - 1300	**Keynote Speakers – Allesbrook Theatre** Diane Nijs & Koert de Jager– Imagineering for Strategic Innovation David Hoare – Experience Management at Hall & Woodhouse		
1300 – 1400	Lunch – Refectory		
1400 - 1530	**Stream A (THS)** **Hanefors & Mossberg** The social context in extraordinary meal experiences **Beer** The authenticity of experience. Is it real? the case of local food specialities **Meneely** Investigating the food shopping experiences of older consumers in Northern Ireland.	**Stream B (THS)** **Prebensen** Exploring the importance of the experience component of MICE travels. **Zhang** Proposals for the application of experiential marketing in 2010 Shanghai expo. **Whitfield** The growing demand for Concentives: The extraordinary conference experience offered from visitor attractions.	**Stream C (THS)** **Hudson** Branding a memorable destination experience: The case of 'Brand Canada'. **Morgan & Watson** Understanding the 'Bournemouth Experience': A free elicitation approach	**Stream D (THS)** **Leighton** 'Get the full Darcy': Experiential marketing and the heritage sector. **Puczkó** We are looking for experiences. Really?? A study of museum interpretation practices in Hungary. **McIntyre** Local museum and art gallery 'housed' cultural experience dimensions, perceptions and expectations: The design of space to give visitor satisfaction.
1530 - 1550	Coffee Break – Casterbridge Room		
1550 - 1720	**Stream E (THS)** **Laing** Dreams, myths and desire at the frontier: Metaphors and imagery behind an extraordinary travel experience **Dickinson** 'Travelling slowly': Slow forms of travel as holiday experiences. **Xu & Morgan** The most memorable place I have visited: A survey of student travel experiences.	**Stream F (THS)** **Berger** Retailovation: How to create a true customer experience for all the senses. **Cramer** Consumer Perceptions and Experiences of their Relationships with Organisations **Harris & K. Shipway** The Experience Economy: What does the retail consumer want?	**Stream G (THS)** **Mansfield** Involved-detachment: A balance of passion and reason in feminist research on sport and sport-related activities. **R. Shipway & Jones** The great suburban Everest: An insider's perspective on experiences at the 2007 Flora London marathon **Jones & Parry** It's only a game: Experiences of sub-elite/recreational footballers at a charity tournament	**Stream H (THS)** **den Dekker & Binkhorst** How guests and employees co-create the hospitality experience. **Curtin & Wilkes** Designing and co-creating memorable wildlife experiences: The role of the tour leader. **Tarssanen** Experience Pyramid: A practical model for analysing and co-creating meaningful experiences
1830 - 2000	Drinks Reception at Russell-Coates Museum		
2000 - 2400	Conference Dinner at Westbeach		

TUESDAY 4th SEPTEMBER 2007

0930 - 1050	**Keynote Speakers – Allesbrook Theatre** Brent Ritchie – Understanding and Meeting the Challenges of Consumer Experience Research Nick Johns – The Challenges of Consumer Experience Research			
1050 - 1120	Coffee Break – Casterbridge Room			
1120 - 1250	**Stream I (THS)** **Major** Enlightened Hospitality: The case of Seaham Hall. **Lugosi** From hospitality to hospitability: Space, agency and communitesque experiences **Brunner-Sperdin & Peters** The assessment of emotions in tourism: The case of high quality hotels.	**Stream J (THS)** **Sadd** The charity tourist: A new typology of tourist or a new 'memorable experience'? **Lunt** Experience management: Perspectives from the charity sector. **Eastwood** Not for the likes of you? Unlocking the invisible code of cultural participation.	**Stream K (THS)** **Wilks** Understanding music festival audiences. **Jackson** Lost in time: Experiences of music festivals? **Wood & Masterman** Event marketing: Experience and exploitation.	**Stream L (THS)** **Emery** The 2006 Commonwealth Games opening ceremony experience: An evaluation through the print media **McGillivray & Frew** Exploring hyper-experiences: Performing the fan at Germany 2006. **Berridge** Using Emotional intelligence to inspire learners: A case study using the experiences of the 2005 Tour de France.	

1250 – 1400	Lunch – Refectory				
1400 - 1530	**Stream M (THS)** **Corrêa** CADASTUR: Online registration of tourist service providers **Ranchhod** Understanding the virtual experience **Ferdinand & Williams** Lessons from the experience economy: The use of online communities to enhance the teaching and learning experience in higher education.	**Stream N (THS)** **Daniel et. al.** Assessing the value of the lobster culture for Maine's coastal tourism experience. **Curtin** The emotional and experiential benefits of wildlife tourism: 'Wonderment, contemplation and sustenance'. **Lyngnes** Experience management in tourist attractions: New challenges	**Stream O (THS)** **Filep** Measuring immediate experiences: Flow state methods and tourist satisfaction. **Correia et. al.** Segmenting the tourists' gastronomic experience: A multigroup factor analysis **Van Gool** Analysing the contents of the consumer leisure experience: The World Experience Survey.	**Stream P (THS)** **Anderson et al.** What's wrong with experiential learning being 'more fun'? **Magablih et. al.** Education for the experience economy: Tourism higher education curricula in Jordan. **Kitchin & Lance** Assessing the development of individual learning styles: YouTube in the classroom experience.	**Stream Q (THS)** **Bolan & Williams** Film-induced tourism and the consumer experience: Focussing on the role image can play in service promotion. **Suleva** Positioning of theme parks in the context of the experience economy. **Andriotis** Male visitors' experience to a sacred shrine.

1530 - 1550	Coffee Break – Casterbridge Room				
1550 - 1720	**Closing forum chaired by Nigel Hemmington – Allesbrook Theatre** Through the arch: the way forward for experience management and research Conrad Lashley – the way forward for education and training Brian Wheeller – the way forward for the leisure industries				

Conference Delegates

Title	First Name	Surname	Position	Organisation
Mrs	Jenny	Anderson	Head of Sport, Tourism and Languages	Solent University
Dr	Konstantinos	Andriotis	Lecturer	Hellenic Open University, GR
Mr	Blake	Ashwell	Research Development Officer	BU
Mr	Sean	Beer	Senior Lecturer	BU
Dr	Doris	Berger	Professor	IMC FH KREMS, AT
Mr	Graham	Berridge	Event Management Course Leader	Thames Valley University
Mr	Peter	Bolan	Director	University of Ulster, IE
Dr	Alexandra	Brunner-Sperdin	Assistant and Lecturer	University of Innsbruck, AT
Cllr	Robert	Chapman	Deputy Mayor	Bournemouth Borough Council
Mr	Rodrigo Godinho	Corrêa	ICT Coordinator	Ministry of Tourism of Brazil, BR
Ms	Dorethea	Cramer	PhD Candidate	BU
Mrs	Susanne	Curtin	Senior Lecturer	BU
Dr	Harold	Daniel	Director	The University of Maine - The Maine Business School, US
Dr	Koert	De Jager	President	International Relations for NHTV Breda University of Applied Sciences, NL
Mr	Teun	Den Dekker	Partner	Co-Creations S.L., NL
Dr	Janet	Dickinson	Senior Lecturer	BU
Mrs	Amy	Eastwood	Creative Industries Coordinator	The Arts Institute at Bournemouth
Dr	Richard	Elliot	Lecturer	Solent University
Mr	Paul	Emery	Sport Management Co-ordinator	LA Trobe University, AU
Ms	Nicole	Ferdinand	Senior Lecturer	London Metropolitan University
Mr	Sebastian	Filep	PhD Candidate	James Cook University, AU
Ms	Jenny	Flinn	Lecturer	Glasgow Caledonian
Mr	Mike	Francis	Chair	Bournemouth Tourism Management Board
Dr	Matt	Frew	Lecturer	Glasgow Caledonian
Mr	Alan	Fyall	Deputy Dean: Research & Enterprise	BU
Dr	Brian	Garrod	Senior Lecturer	University of Wales Aberystwiyth
Dr	Joe	Goldblatt	Professor	Temple University (Philadelphia), Pennsylvania, US
Mr	Bruce	Grant-Braham	Chairman	Poole Tourism Management Board
Mr	Mike	Grover	Chairman	Channel View Publications
Mr	Peter	Gunn	Managing Director	BIC/Pavilion
Ms	Claudia	Habets	Lecturer	NHTV University of Applied Sciences, NL
Mr	Salem	Harahsheh	PhD Candidate	BU
Mrs	Christine	Harris	Senior Lecturer	BU

Prof	Nigel	Hemmington	Dean, School of Services Management	BU
Mr	Liam	Higgins	Senior Lecturer	Solent University
Mr	David	Hoare	Retail Director	Hall and Woodhouse
Dr	Simon	Hudson	Professor	University of Calgary, CA
Mrs	Caroline	Jackson	Senior Lecturer	BU
Prof	Nick	Johns	Professor	BU
Dr	Ian	Jones	Senior Lecturer	BU
Dr	I-Ling	Kuo	Senior Lecturer	London Metropolitan University
Dr	Jennifer	Laing	Post-Doc Fellow	Monash University, AU
Mr	Justin	Lance	Senior Lecturer	London Metropolitan University
Dr	Conrad	Lashley	Professor	Nottingham Business School, The Nottingham Trent University
Ms	Debra	Leighton	Senior Lecturer in Heritage Studies	University of Salford
Mr	Chris	Little	Tourism Development Manager	One North East
Dr	Peter	Lugosi	Lecturer	BU
Mr	Tom	Lunt	Senior Lecturer	London Metropolitan University
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CONFERENCE STREAMS   **PAGE**

A) THE SOCIAL CONTEXT IN EXTRAORDINARY MEAL EXPERIENCES

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To many people nowadays a restaurant is not only a place where one may dine away from home, but much more than that. High quality food and outstanding service are generally thought to be two important elements of someone's pleasurable dining out experience. This is no longer enough, however, especially not for those who perceive their dining out meal to be an experience out of the ordinary. It is suggested that such an extraordinary experience to the restaurant guest is one that yields feelings of personal growth or triumph, involves emotional intensity, and is memorable.

This paper discusses the importance of the social context during extraordinary meal experiences. A challenge lies in the fact that at the same time as a restaurant experience can be regarded as happening "out of time and space"; out of time and space as well as socio-cultural context constitute essential dimensions of the tourist's experience.

Food and meals during holiday are not only self-relevant, but important ingredients for socialising. It has been argued that food products make up markers helping define social situations and eating may be a means of facilitating inter- or intra-group socialization and signify togetherness.

The moment of coming together for a meal, is the moment of greatest release from social constraint. It creates and maintains social relations and sharing a meal is a pleasurable activity for the tourists and also a performative act through which they both construct a narrative of their individual identities and are able to develop knowledge about each other.

The findings of the study about the shared meal experience during holiday for the tourist is a cut-out from ordinary social life and time and provides currency for everyday discourse and even a way for the tourist and his/her company to talk about their relationships – through the meal experience, they are able to articulate their identity and belonging. Identity gives structure and content to the sense of self and to someone's self-esteem, and ties the individual to the family, group, society, nation, and culture. It exists on the individual and social levels as well as on the cultural level, and involves the need for expression both in relation to others and with others. When eating out, the function of seeing and being seen in public as well as being entertained by others is important. The social context is crucial to the tourists to reach extraordinary meal experiences.

A) THE AUTHENTICITY OF FOOD EXPERIENCE - IS IT REAL?

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This theoretical paper examines the nature of the authenticity of experience within the context of food and the service industries. As such it draws on research and ideas from the tourism, leisure, hospitality, food and events literature and also literature from the broader academic world. For many people food and drink consumption is one of the central components of their leisure/tourist experiences as well as being an experience in its own right. Consumers are increasingly demanding more of their food in terms of originality and authenticity. For those interested in research from an experience perspective this can create problems as our definitions of authenticity are convoluted and contradictory in the least.

Food is important from a whole series of perspectives politically, economically, socially/culturally, technologically and environmentally. All these factors come together when we consume. We may not recognise this at the time, but it is being acknowledged by people in a whole series of setting, who are demanding something more. This might vary from an original version of a dish or meat from a specific breed of animal or system of production. In the past much of this differentiation has been informal, however, the question must arises as to what makes a meal or food product authentic. The economic importance of this authenticity means that much energy is being invested in defining authenticity.

European regulations define organic production methods and organic food. Certificates of Specific Character set out to define Parma ham and the Melton Mowbray Porkpie and retailers and those who run farmers markets attempt to define local. At the same time, as a tool of economic prosperity and development, government and advisers encourage regions and businesses to produce added value branded products, the authenticity of which needs to be protected as part of the marketing and economic process. Society seeks to define reality. To define authenticity. It establishes these definitions through the consensus of society and this gives rise to laws and regulations, which are society's methods of enforcing this defined authenticity.

Academics looking at authenticity in general have approached it from a variety of perspectives including those of the modernists, constructivists and post modernists. In many ways it might be considered that the point has been reached where we can neither describe an event or experience as being authentic or unauthentic, some consider that the concept is redundant in marked contrast to developments in the commercial world. There are, however, other ways of looking at the subject. This reasoning centres on the fact that all experience is ultimately personal experience. Far from making this subject area academically redundant it opens it up to focusing on the personal nature of experience; the relationship of the person who is having the experience and that which they are experiencing. Thus potentially the academically dynamic concept of authenticity collides with the legalistic concepts of the law and the courtroom.

The paper will be accompanied by actual culinary experience as well as theoretical consideration.

A) INVESTIGATING THE FOOD SHOPPING EXPERIENCES OF OLDER CONSUMERS IN NORTHERN IRELAND.

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The population of the developed world is ageing rapidly and in Northern Ireland, in particular, it is predicted there will be twice as many people aged 65 and over in 2041 (NISRA, 2005), than at present and many will live as single households. Furthermore, as the number of older consumers is increasing, so too is the economic power held by this increasingly important consumer group. The volume and financial spending power of this growing segment warrants particular attention given that it is essential their particular needs within the food and other service sectors are met. Older adults will inevitably be the focus of the food industry's attention as their current and future economic and social importance increases. Very little research has focused upon the food shopping experiences and food preparation and consumption skills of older consumers living in Northern Ireland or the extent to which retailers meet their demands and needs. The aim of this study is to address this lack of information by examining older consumers' food shopping experiences. In addition, the level of awareness held by food retail management as to the needs of older consumers and the problems which they encounter will be considered. Qualitative data was collected using focus groups (n=4) with older consumers aged over sixty years and from face-to-face interviews with retail managers (n=5). Each focus group consisted of eight to ten adults and was carried out in a familiar social setting and interviews with management from all the leading food retailers in Northern Ireland were conducted. Qualitative data was analysed according to Gillham's content analysis guide (2000).

Preliminary analysis has identified shopping patterns, motivations fuelling purchase decisions and indicates that older consumers face a range of both positive and negative factors when food shopping. Negative factors include store size and changing layout, whereas positive factors were found to be friendly staff and additional facilities within one premise. Food retailers say they are aware of the issues older consumers face and recognise their importance as a growing consumer segment; however, there would appear to be relatively little consideration/evidence of them meeting their needs. In order to overcome the problems faced by older consumers and build upon their positive experiences when food shopping it is suggested retail management make practical improvements targeting the needs of older people, and build upon service provision and procedures for the benefit of all customer groups. Future research will look further into the findings already considered and use these as the basis for further investigation of closely related issues. Such information will be made available to retailers and to relevant parties within the food industry in the expectation that they will interpret these as both profitable to themselves and beneficial to this growing and significant consumer segment.

B) EXPLORING THE PERSONAL AND INTERPERSONAL EXPERIENCE COMPONENTS OF MICE-TRAVELS.

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MICE markets (meetings, incentives, conferences and exhibitions) are of enormous importance for the tourism industry world wide. Numerous of businesses, e.g. convention and visitors bureaus, in addition to traditional tourism businesses (hotels, transport and restaurants) exist to meet the needs of these customer groups. Despite the tremendous increase in number of travels and subsequent economic impact of these markets, little is known about the importance of the "experience" component besides sleeping, eating and meeting, of these travels. In order to differentiate, many companies (more or less consciously) are now moving beyond products and services (accommodation, restaurants and meeting-facilities) into offering experiences (Cambell 1995). Despite the fact that many service providers and events are developing the experience side of its production few actually reflect what a satisfying MICE experience actually includes. Experience is perceived as a subjective and cognitive activity which let the individual broaden his/her horizon (Dubet 1994). Consumer research holds that an experience is a personal happening, often with important emotional significance, based on the interaction with the products or service (stimuli) consumed (Holbrook and Hirschman 1982). Arnould and Price (1993) argue that this emotional process may lead to a transformation of the individual in the experiences defined as extraordinary. The present study explores into the content of the MICE customers experiences. In particular the paper focus on "What do characterise an extraordinary MICE experience among customers?" and "how is this influencing the overall evaluation of the MICE travel?" With the intention of empirical explore MICE travellers' experiences on tour participating observation and depth interview are employed.

The present work required a research method with the ability to explore into the thoughts, feelings and behaviour of MICE travellers, and to capture and account for their social and situational contexts. Further, to obtain a fuller understanding of MICE travellers' perception of various experiences in the consumption process, discussions and reflection were conducted to understand and acquire new knowledge. The data is collected over a period of two weeks at a small hotel situated by the cost in the northern part of Norway. The hotel as well as other businesses offers various sorts of experiences besides those of accommodation, food and meeting facilities; e.g. fishing trips, boat-rental, rock-climbing, walking trips, zoo, rafting, nature based courses in teambuilding and kick-off events (e.g. jump tower and trapeze). Altogether, 16 different MICE groups stayed at the hotel, and 15 depth interviews with MICE participants were conducted. The findings show that despite the fact that economic goals such as increased sale and revenue were highlighted, other interpersonal goals such as socialising, building relationships etc. where of utter importance for all MICE groups. In addition the goals also varied in terms of time; e.g. to meet and socialise right now versus achieving long-term connections and teamwork with co-workers or business partners. The results reveal that the groups do vary in terms of adding nature based experiences as supplement for the trip. The MICE travellers, who joined these types of experiences, talk about the relevance of the effect upon the team-building aspects. Various part of the MICE experience seem to be of importance for customer satisfaction, but to varying degree; the service encounter (efficiency), the core experience (the goal of MICE trip), interaction (with fellow MICE customers and employees), and customer involvement, and relevant extra experiences offered. The findings from the study demonstrate the relevance of the personal experience component of MICE travel within the tourism industry. The study also demonstrates the importance of further exploration and testing this huge market segment.

B) PROPOSALS FOR THE APPLICATION OF EXPERIENTIAL MARKETING IN 2010 SHANGHAI EXPO

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Mega events, like the Olympic Games and the World Exposition, are the most important international events. Both events have a high attractiveness to international tourism. World Expo, known as the Olympic Games in economic sectors, will have a profound and significant impact on economic and social development of Shanghai as well as Yangtze River Delta Area. As estimated by Shanghai Expo Bureau, around 700 billion domestic and foreign visitors will participate in this mega event, which will bring about a revenue of 86 million US dollars from ticket sales (the exchange rate 13 1:8.27, Jan, 2002).While Shanghai Expo Bureau is moving the preparation work into a new phase, more and more managerial issues concerning visitors' experience management have been posed.

The core product of events is experience. According to *Oxford Advanced Learner's English-Chinese Dictionary*, the definition of experience is an event or activity that affects one in some way. This simple definition indicates that shanghai Expo Bureau must and should get visitors involved, create and deliver memorable experience for the visitors so as to influence their minds, beliefs, attitudes and emotions after the event.

As pointed out by Joseph Pine Ⅱ and Gilmore J.H in *Harvard Business Review*, world economy is changing from service-based economy to experience economy. In response to this new economy state, experiential marketing, aiming at creating unforgettable memory for visitors in a personalized way, has become a buzzword nearly in all business sectors. However, it is not necessary so in China. As for Chinese events managers, they fail to take visitors' experience into consideration, which cause low visitors' involvement and satisfaction. Take for example, Shanghai Tourism Festival is a mega event held in every late September. More than 1 million visitors will attend nearly 100 events by then. However, the majority of the visitors are disappointed at the event. A little more than 54% of the visitors would not come again. Actually, Shanghai Tourism Festival is one of the many festivals facing the same problems in China.

Based on a case study of Shanghai Tourism Festival, this paper presents some practical suggestions for the application of experiential marketing in Shanghai World Expo. This paper can be divided into three parts. Firstly, it will study a case. The case is a research conducted by the author in the 16th Shanghai Tourism Festival. Conclusions will be drawn at the end of this part. In the second part, this paper will explain different elements of visitors' experience in mega events on a time basis. Then, a theoretical model of experiential marketing will be set up on the combination of service marketing and experiential marketing. Based on this model, the paper tries to illustrate various strategies for experiential marketing in special events. The third part will give some propositions on how to implement experiential marketing strategies in Shanghai World Expo.

B) THE GROWING DEMAND FOR CONCENTIVES: "THE EXTRAORDINARY CONFERENCE EXPERIENCE OFFERED FROM VISITOR ATTRACTIONS".

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This paper will discuss the growing demand of conference venues supplying an "Extraordinary Conference Experience". Unlike other conference venue classifications, visitor attractions with conference facilities have a unique selling point. They offer a more creative setting than a standard conference venue, thus can create 'an Extraordinary Conference Experience'. As Wills (2002, p.38) states, "attractions are usually the first choice for a themed event" and "are often more flexible than hotels in terms of access times, theming and decorating" (Saunders, 2001, p.41). They provide so much to do and see, unlike any regular hotel or purpose-built centres (Saunders, ibid).

The demand for visitor attractions with conference facilities is growing, as companies become increasingly competitive in choosing venues that are designed to make an impression. After all, the attraction is not the room, but the venue itself.
In today's market place conference organisers look for venues that will fit the theme of an event. Such venues are no longer as much of an unconventional choice as they once were. In light of the realisation that visitor attractions offer more than just a conference facility, so they market themselves not only on the provision of conference facilities but also on the cultural aspect of their attraction. As more museums, castles, stately homes and theme parks and other visitor attractions identify the value of the conference market, the more they will respond to conference organisers' needs.

Drawn from a wider survey population undertaken in 2001, this research is based upon a survey of 75 visitor attractions from across the UK. This paper examines the rationale for the establishment of conference facilities within visitor attractions. The survey results identify that many visitor attractions first entered the market place without investing heavily into providing the conference product. By using the research findings, this paper will identify the characteristics of the visitor attraction conference product. Identifying the strengths and weaknesses of the conference product and will identify issues such as difficulty of attractive repeat visitation as many conference organisers view visitor attractions as one off locations to host conferences.

This paper highlights the need for conference facilities to upgrade their conference product to create an "Extraordinary Conference Experience". The research also identifies the refurbishment activities undertaken to create the conference facilities, refurbishment since opening and any future planned refurbishments. For visitor attractions, although cosmetic changes remain the most common refurbishment, structural changes involved with converting and extending are increasing common. However, the results highlight that since opening, visitor attractions have changed their strategy and are now willing to invest into their conference product as they are aware of the intense competition within the market place and to understand the market place there is a need for investment to maintain a place in the ever growing competitive environment and to be able to supply an extraordinary experience. This paper will identify why visitor attractions wish to diversify their product to offering conference facilities, and suggests how to improve the conference product to create an extraordinary experience.

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C) BRANDING A MEMORABLE DESTINATION EXPERIENCE. THE CASE OF 'BRAND CANADA'

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In an increasingly competitive global marketplace, the need for destinations to create a unique identity—to differentiate themselves from competitors—has become more critical than ever. Successful destination branding lies in its potential to reduce substitutability, and to achieve this, destination marketers are increasingly focusing on the tourist experience, and creating marketing messages based on these experiences that will appeal to the emotions of potential travellers. This paper takes a closer look at the process of branding a memorable destination experience, using the recent 'Brand Canada' campaign as a case study. The paper is structured as follows. The first section looks at the brand building process, a process that has four distinct stages: assessing the destination's current situation; developing a brand identity and promise; communicating that promise; and measuring the brand's effectiveness. This framework forms the basis of the first section of the paper, supported by examples from branding campaigns conducted by New Zealand, Las Vegas, Australia, and India. A case study on the Brand Canada campaign is then presented based on this brand building framework.

Brand Canada was initiated in 2005 in response to Canada losing both visitors and market share. The strategy behind Brand Canada involved extensive research including 44 workshops and 18 focus groups held in 23 cities in seven countries. The findings will be reported in the full paper, but for marketers at the Canadian Tourism Commission (CTC), the body responsible for marketing Canada overseas, the message was clear. Canada's image was outdated and incomplete, reflecting only the beauty of the geography and the "frontier" life of the country's past. What was missing was an emotional connection that would intrigue travellers and trigger the desire to experience the uniqueness Canada has to offer.

Based on the research, a new brand identity for Canada was proposed, one of a progressive, vibrant nation full of culture, colour, nightlife, art, architecture, shopping, music, culinary traditions, fashion, and stunning scenery and adventure. The brand promise was a place worth exploring now; where travellers could fulfil their natural curiosity to discover and explore and create their own unique, one of a kind experiences. Brand Canada's tag line, *Canada. Keep Exploring* was decided as the message that industry partners and the CTC would leverage in future tourism marketing initiatives. These initiatives will be discussed in the full paper, but the most important departure from previous campaigns was a shift from focusing on the physical attributes of Canada to presenting a much more emotive idea of the consumer's travel experience in Canada.

Goals of the Brand Canada campaign included creating a high awareness of the Canada brand that was globally admired and distinct, and to ultimately increase demand for tourism to Canada. To assess and fine-tune the effectiveness of Brand Canada, the CTC are measuring the overall awareness and likeability of the brand and the comprehension of the brand promise globally. Key measurements will be unaided and aided awareness of brand and brand elements, unaided and aided awareness of Canada as a vacation destination, and interest and likelihood to travel to Canada in the next two years. Results of these measurements will be presented in the final paper.

C) UNDERSTANDING THE BOURNEMOUTH EXPERIENCE: A FREE-ELICITATION APPROACH

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In the destination management literature it is recognised that destinations go through a life-cycle (Butler, 1980) and have to adapt to changing environments by finding new competitive strategies (Morgan, 1991, Buhalis 1999). This can be achieved by positioning themselves as high-status rather than commodity areas (Gilbert 1991) aiming at the changing expectations of new generations of tourists (Poon 1993). Rather than rely on the homogeneous resources of sea, sun and sand or nature, they need to exploit the heterogeneous resource of local distinctiveness and entrepreneurial creativity (Kirzner, 1973). Experience management is seen as a way to remain competitive in markets where global competition and internet technology have turned flights, hotels and other services into commodities, bought and sold on price alone (Pine and Gilmore, 1999; Erdly & Kesterson-Townes, 2003; Williams, A, 2006).

However, without a clear understanding of the nature of the tourist experience, attempts to stage-manage it can lead to superficial inauthentic products which treat consumers as human props (Ritzker & Liska, 1997; Holbrook, 2001; Prahalad & Ramaswamy, 2004). Research is therefore needed into the elements and dynamics of the tourist experience and into the way in which tourists interpret and evaluate it. Since Hirschmann and Holbrook (1980) first drew attention to the emotional drives, subjective meanings and dynamic evolving processes involved in a leisure experience, its 'sensorily-complex, imaginative and emotion laden' nature has presented challenges to researchers. Four common approaches to studying visitor experiences are Satisfaction, Benefits-based, Experience-based and Meanings-based (Borrie & Birzell, 2001). All have their limitations and there is still no agreement on experience research methods which are managerially relevant and applicable in a broad range of contexts (Le Bel, 2005; Otto & Ritchie, 1995)

Reilly (1990) suggested that the use of the free elicitation of descriptive adjectives, in research into destination image, had advantages in ease of data collection, straightforward analysis, and ability to identify differences between segments of the market. It allows respondents to record what is important to them unprompted by any predetermined construct of the researcher (Jenkins, 1999). This paper reports on a similar methodology used to elicit the elements of visitor experiences in a survey of visitors to the British seaside resort of Bournemouth. The paper will review the findings of the research and their implications for tourism entrepreneurs and Destination Management Organisations. It will evaluate the limitations and advantages of the methodology as an approach to understanding the elements of the visitor experience

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D) 'GET THE FULL DARCY': EXPERIENTIAL MARKETING AND THE HERITAGE SECTOR

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This paper investigates experiential marketing as a potential survival strategy for cultural heritage attractions operating in a highly competitive leisure and tourism marketplace. The paper explores the nature and scope of the heritage industry and the urgent need to find a competitive edge as public funding is eroded and whole sectors of the cultural industries are propelled into competing in the open market alongside sophisticated visitor attractions that operate along clearly defined commercial lines. Heritage as a consumption based experience is explored together with evidence of adoption of the experiential paradigm by a number of sites and attractions, such as Jorvik, The Galleries of Justice and Warwick Castle. An experiential view of consumer decision making is proposed as a more relevant representation of consumer choice where less tangible, hedonistic variables may be significant predictors of behaviour and where the intensity of the experience may be more important to the visitor than the stated purpose. The analytical basis for the evaluation is provided through a content analysis of promotional material and a case study of Lyme Park in Cheshire, a key location in the filming of Pride and Prejudice. The paper concludes by proposing an indicative model for the heritage sector that enables individual heritage sites and attractions to identify an appropriate experiential approach that will provide both a timely and effective strategy for organizational survival and ensure the preservation of cultural assets for future generations.

D) "WE ARE LOOK FOR EXPERIENCES. REALLY?" STUDY OF MUSEUM INTERPRETATION PRACTICES IN HUNGARY

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Interpretation approaches and practices, especially in museum environment, have been facing substantial changes and challenges (Puczkó 2006). And that is not only in Hungary. Since the "big" change, i.e. 1990, museum professionals could resist to the various new expectations set by the general public and/or by national organisations such as the ministry responsible for museums. Although museum directors and curators have been regularly visiting museums and other visitor attractions all around the world, it seems what they saw did not find its way to the museums in Hungary. This constant battle between curators and interpreters was recognized by the Ministry of Cultural Heritage and the National Cultural Fund. These two bodies initiated a nation-wide research project in order to find answers for the following questions:

1. What do museum professional understand under visitor orientation and interpretation?
2. Why non-visitors do not visit museums?
3. How museums deliver visitor experiences?

The study, which was the first of this kind in Hungary, applied various research methods, e.g. in-depths interviews, focus groups and mystery shopping. The results revealed some quite non-expected results such as:

- The words 'museum' and 'exhibition' do have rather different perceived meanings and positions
- Many museum do fail to delivery the expected level and complexity of experiences
- Many museum managers even with rather different backgrounds do not want to change their old practices

The whole study aimed to serve as firm information background for the Ministry, which its new support schemes intends to force museums to become more visitor and experience oriented. Based on the findings a national road show has been organized during which in every county a one day training programme is run. The presentation will introduce the main findings from the study and discusses the recommendations formulated.

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D) LOCAL MUSEUM AND ART GALLERY 'HOUSED' CULTURAL EXPERIENCE DIMENSIONS, PERCEPTIONS AND EXPECTATIONS – THE DESIGN OF SPACE TO GIVE VISITOR SATISFACTION

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This project summarises many of the findings of a longitudinal research project undertaken by the author over several years which investigated, within a local context, the awareness, perceptions and attitudes of key external and internal (institutional and sector) stakeholders towards a museum/art gallery experience. This work centred around a major re-launch, design and development process of Russell-Cotes Museum and Gallery, Bournemouth, across a period of several years encompassing the last few years of the nineteen nineties and the start of the new millennium, including the provision of new displays, updated ambience and a 'Craft Café' concept.

The key findings, mostly consumer-derived, propelled the author into a classification of expected and perceived experiences in cultural presentations and visitations around self learning through dimensional imagining and personal reflection across past, present and future realms. These experiences have relevance to objects and environments with either perceived familial, local or individual/contextual significance. The 'escape to learn' orientation in this process was found to be essential in providing an immersive, enabling and supporting environment for this experience to have its desired effects; the design of the environmental space, elements and mix proving crucial in this regard.

The supposed 'secondary' or supplementary elements of café/restaurant, shop and interactive events/activities, associated with such venues were in fact found to be an integral, and in many cases, central part of the overall consumer experience, giving both contrast to, and/or substantive additional or synergistic dimensions to, the overall desired and anticipated present day museum/gallery visit.

In relation to design of the overall environment suitable for the expected and/or desired experience by museum and gallery visitors the author proposes a classification of their space elements into 'hot', 'cold' and 'cool' space. The suitable balance of 'hot' and 'cool' space is the perceived necessity of cultural visitation events and some concern is noted that Museums and Galleries, in a desire to avoid 'cold' space, potentially could 'overheat' the environment, giving a more surface and/or child-oriented experience in the process. The requirement of 'cool' space to allow reflection, consideration and relaxation is put forward as a key one in the desired experience by the majority of adult visitors in cultural outings. Cafes are only one of the elements that can significantly contribute to essential 'cool' space if designed appropriately.

E) DREAMS, MYTH AND DESIRE AT THE FRONTIER: METAPHORS AND IMAGERY BEHIND AN EXTRAORDINARY TRAVEL EXPERIENCE

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There is a growing interest in the role played by consumer fantasies and mental imagery in the consumption experience, and a number of 'extraordinary' hedonic leisure or travel experiences have been studied to date, such as river-rafting (Arnould and Price, 1993), skydiving (Celsi, Rose and Leigh, 1993) and ocean cruising (Macbeth, 2000). The frontier journey also provides the opportunity for a "dislocation of self from the ordinary to the extraordinary …" Beedie and Hudson (2003, pg. 625) and can be studied within this context. Individuals are venturing to some of the most remote and unique locations on Earth, such as deserts, mountains, the poles or outer space. They experience life on the edge, in all its visceral delights as well as dangers, and these experiences can be juxtaposed with the everyday lives of these people, which appears to contradict the post-modernist view of the increasing 'blurring' of home-life and travel.

Some of these journeys are motivated or influenced by dreams, fantasies and myths, as well as long-held and deeply felt desires. This paper will consider some of the metaphors and imagery used by frontier travellers which are linked to these fantasy elements, sometimes influenced by literature or cinema, such as the explorer myth, fairytales or theatrical or performance allusions. Some of the imagery used by the traveller sees the frontier in romantic, almost feminine terms, 'untouched' before the arrival of the traveller, and valued because of her unblemished, unspoilt qualities - nature which is unblemished and ripe for the taking. There are references back to "great epics" such as Homer's *Odyssey*, tales of the great explorers, including Burton and Speke, and fairytales such as *The Arabian Nights*, with experiences likened to heroic or mythical journeys of the past. These fantasy elements can lead to the acting out of 'scripts' or shared narratives within a group of frontier travellers. Mystery is also a vital ingredient in some frontier travel experiences; a consequence of the allurement of unexplored places or unsolved matters, like the existence of rumoured treasure (Lassiter's Reef) or finding of a fabled destination (Tsangpo Gorge). Dreams can be powerful, sustaining journeys planned since childhood, or they can weave their way into how journeys are understood or experienced, giving them a 'dream-like' or magical quality. The influence of dreams on frontier travel has a paradoxical twist, in that it co-exists with a strong desire for authenticity or 'real' adventures.

Implications for marketing these experiences are explored in this paper, such as the use of these metaphors and imagery in promotional literature or product development. At this stage, despite the signs that frontier travel is beginning to be offered commercially, it is still a rarefied and elite practice, which is part of its appeal. This discussion however points the way towards matters which will need to be addressed by those wishing to offer frontier travel to a wider market, including the challenge of maintaining the extraordinary elements of the experience.

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E) 'TRAVELLING SLOWLY': SLOW FORMS OF TRAVEL AS HOLIDAY EXPERIENCES

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Travel to and from destinations is implicitly a part of a holiday, yet an aspect that is often seen as separate to the holiday experience at the destination. Travel to destinations may be accomplished with ease but can also be fraught with problems and when this happens people often have more of a story to tell about transport than their holiday at the destination. This paper focuses on the stories people tell about their travel. At the same time, it is specifically interested in new conceptualisations of travel and holidays that are arising in response to climate change where it is recognised that there are high carbon emissions associated with flying. In response, some people are opting to 'travel slowly', where air travel is rejected in favour of more environmentally benign forms of overland transport which generally take much longer and become incorporated as part of the holiday experience. These travel practices show people can maintain their desire for independence through travel and the positive personal gains from taking holidays, but with much less environmental impact. Travelling slowly implies a much greater engagement in the travel component of a holiday and the travel may even be the main component. This paper will explore the personal benefits of travelling slowly. It reports initial exploratory research to provide a better understanding of societal discourses surrounding holiday travel and the practice of travelling slowly. Initial findings suggest slow travel experiences can be constructed very positively and provide opportunities to engage more deeply with places and people. This is part of a wider project to understand how holiday travel practices are influenced by social norms, experiences and expectations of travel in order to analyse the potential for less energy intensive holidays in the context of climate change.

E) THE MOST MEMORABLE PLACE I HAVE VISITED: A SURVEY OF STUDENT TRAVEL EXPERIENCES

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The current university students are the tourism consumers of the future so insights into their favourite travel experiences can be a useful indicator of emerging travel trends. This paper reports on the results of a survey of Bournemouth University student travel behaviour and attitudes, which is part of a wider comparative study of student travel in the UK and China.

The paper will concentrate on an analysis of replies to four open questions:
What is the most memorable [or enjoyable] place you have visited? Why?
 Which is your dream country for a holiday? Why?

The responses are analysed into the different types of destination and the different aspects of the experiences which are given as the reasons for choosing that destination.

The analysis will use Morgan's (2006) grouping of the internal elements of an experience under three inclusive headings:
* personal benefits
* social interaction
* wider symbolic meanings derived from personal narratives and shared cultural values

The benefits can be further subdivided according to Beard & Ragheb's (1982) Leisure Motivation Scale (Ryan and Glendon 1998) – intellectual discovery, social relationships and status, competence-mastery and stimulus-avoidance. The choice of destinations will also be compared to answers derived from Hofstede's (1980) individualism and uncertainty-avoidance variables and Plog's (1973) allocentric-psychocentric continuum. The analysis will compare the past experiences and their future choices to try to find whether the past experiences have an impact on the latter.

Finally the paper will consider the cultural values and meanings reflected by the students' choices and explanations, and suggest the implications for their future travel patterns.

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F) RETAILOVATION- HOW TO CREATE A TRUE CUSTOMER EXPERIENCE FOR ALL SENSES

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In the last decades global developments and large-scale changes have affected the whole retail sector. As markets have matured, companies are facing new challenges posed by rising complexity in today's marketing environment. The declining effectiveness of traditional media, due to information overload, has encouraged the development from mass marketing to mass customization. Fast-changing customer expectations and shortened product and retail life cycles force retailers to change their operating strategies how to adapt to the multi-optional consumer's needs, desires and preferences. By applying new perspectives to established ways of doing business, a retailer can strengthen its competitive and financial position, improve the customer experience and create a new life cycle of sustainable profitable growth. This article seeks to enhance understanding why marketers should add experiential aspects to their market offerings and how they can differentiate themselves from the competition. Building on consumer behaviour theory, the author tried to find out how a total marketing experience can be created within the retail industry. Therefore a best practice study was conducted, analyzing retail innovators worldwide and identifying their sustainable competitive advantages.

In general, there are two kinds of innovations. Firstly, there are innovations that create discontinuities, the so-called category migration. Secondly, there are innovations that are one step ahead of the competition by offering continual change and improvement. Most innovations fall into this category, they are more than simply a product or service, they incorporate channels, customers and the company's capabilities. A successful example of how a retailer created discontinuities and satisfied consumers needs provides Wal Mart. The world's leading retailer, concerning sales figures, created a new business model, the so-called "Walk in Clinic", where shoppers can visit nurse practitioners in independently operated clinics set up within the stores whose own pharmacies can fill prescriptions. They offer basic services ranging from vaccinations to diagnostic screenings to prescriptions and treatment for minor problems like sore throats, skin infections and sprained ankles. Everyday low prices is the basic idea behind this retail approach which aims to routine medical care, reduce waiting times and offer longer opening hours. What we can learn from this business model is that retailers should concentrate primarily on new store formats and distribution models, product and service offers, marketing and customer communications. This consumer centric corporate governance helped them to differentiate their retail outlets. They developed something unique which is valuable and useful for a customer, an innovation within the retail sector.

In addition to this retailers can differentiate themselves by using experiences to sell the dream, as well as the product and above all, bring the brand to life. They try to create memorable brand interactions that resonate with their target consumer by making stores immersive and combine branding with entertainment, i.e. construct their own world of experience. A best practice example provides The Pleasant Company, founder of the American Girl Place, a combination between retail and entertainment site designed especially for girls. Each store features boutiques, a cafe, and a professional theatre. The stores have won numerous awards, recognized as premier models for experiential retail. They moved from a traditional toy shop to direct selling through their own retail outlets and finally to a branded retail experience. They bring the children to the brand, so that the get emotional involved with the brand, they create a long-term customer relationship while increasing the demand for the products, from push- to pull-marketing, and reducing traditional media spending.

Another best practice example could be identified and it's business model was analyzed, "Autostadt" by Volkswagen in Wolfsburg (Germany). This car manufacturer created its own theme park, offering a combination between a museum, a contemporary art exhibition, a presentation platform for their car brands, a cinema and various other leisure experiences. Experiential marketing is also performed by the manufacturer of the beer brand Heineken.

Within a historic building of a brewery in Amsterdam the visitor himself turns to be a beer bottle and experiences all steps of the production process. This "Heineken Experience" appeals to all senses by offering the chance to taste and smell beer, getting information and providing the opportunity to by unique articles in a merchandising shop.

Having analyzed diverse best practices examples within the retailing sector of branded fast moving consumer goods, it can be concluded that marketers and retailers have to follow a consumer-centric approach when they want to add value to a product and create a memorable shopping experience. They have to focus on the individual consumer by segmenting markets more effectively and adapting to market changes. Demographic, societal, economic and technological changes within our society provide fertile grounds for innovative solutions. Solutions that are uncomplicated, easy to handle and to understand, which adjust to the consumers needs, and which will help to save time and effort. In addition, the need for speediness in the shopping process will continue to drive changes in store concepts, design, location, merchandising, transaction processing and payment. To sum up, retailers that implement simple and more rewarding customer experiences will enhance customer satisfaction and loyalty which finally leads to sustainable sales growth. There are numerous opportunities how to add value to a product and create a memorable shopping experience. Innovative thinking and the courage to be different are basic requirements.

F) CONSUMER PERCEPTIONS AND EXPERIENCES OF THEIR RELATIONSHIPS WITH ORGANISATIONS

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The theory and practice of marketing has seen some fundamental changes in the recent past and is continuing to change considerably (Baker, 2003; Christopher et al, 2002). One factor has been the response to the complexity of the marketing environment through Relationship Marketing (RM) and Customer Relationship Management (CRM). Organisations seek to build relationships with their customers in order to enhance customer lifetime value through repeat custom, loyalty and trust. More recently, practitioners have explored the concept of Customer Experience Management (CEM), which is based on the idea that companies can better use their human and technological resources to maximise the sensory and emotional aspects of the customer experience. Most companies view customer service as an obligation rather than an opportunity to set themselves apart. This reflects an unwillingness to accept change and explains why so many CRM projects fail. It is also the reason why it is important to establish relationships with customers through experience and emotion to establish loyalty and trust. Notwithstanding this, the potential benefits of relationships have been accepted, yet the implications of the customers' perspective of the experience or relationship have not been investigated and are missing from the current literature (Sigala, 2005).

This study aims to explore and evaluate consumer perceptions of their experiences of their relationships with organisations. In order to achieve this, the theory and practice of relationship marketing and customer relationship management, and experience management have been evaluated.

A qualitative research approach was used to explore consumers' perceptions and experiences with organisations and to identify the key dimensions involved in interactions from a consumer perspective.
In the first stage of the research eight focus groups were carried out where positive and negative experiences with organisations were mentioned. These revealed ten themes in relation to how consumers perceive their relationships with organisations. The first phase of data collection of this study helped to establish an overview of the topic area and helped to identify commonalities among consumers. The identified themes show that consumers interpret and perceive their relationships with organisations similar to what has been expressed in the current literature and they show the confusion that lies around the topic as pointed out in the literature. Furthermore the themes show how one experience can render or fuel the consumer's view of a particular organisation.

The second stage of the research involved in-depth interviews with consumers to explore in greater depth the ten themes identified in the focus groups. By focussing on two industry sectors (Financial Services and Travel/ Tourism) it was possible to investigate the similarities and differences between the two types of organisations. An important issue that has emerged from the findings is that some consumers seem to have relationships at an emotional level with organisations and others at behavioural (functional) level.

This is of particular importance to point out as it underpins the need to manage the overall customer experience. In addition, some types of organisations require a higher involvement by the consumer and hence a relationship at an emotional level is established which can then contribute to the overall experience of a consumer.

F) THE EXPERIENCE ECONOMY – WHAT DOES THE RETAIL CONSUMER WANT?

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This paper analyses the changing needs of the consumer from the early days when it was mainly price orientated to today when the consumer is searching for a complete experience. This change has happened very rapidly and some retailers have not responded to this, others are uncertain what makes a good experience for the consumer. The experience sought can vary with the type of shopping being undertaken, and therefore the difference in the experience sought between fashion and food shopping is explored.

Past literature on consumer wants has been quite fragmented and has mainly concentrated on the notion of 'value'. This term has changed in recent years away from the notion of the cheapest price towards a more holistic definition that is still value based but encompasses the whole shopping experience.

The primary research identified a number of elements that constitute the 'value experience' for the customer and leads them to purchase from a preferred retailer. Primary research was undertaken in the form of 120 customer questionnaires, of which 60 were concentrated on food sector and 60 on the fashion sector, in order that comparisons could be made. These questionnaires examined the consumers preferred retailer, and the factors that contributed towards that preference.

The results showed that even at the discount end of the retail market, customers still have expectations other than just value for money, and that at the higher end of the market other elements are more important than money. Retailers today need to ensure they are offering customers the best possible experience. Once they have fully grasped the customer's perception of the term, they should gain a competitive advantage, whilst reaping the rewards in the higher levels of sales and profits.

G) INVOLVED-DETACHMENT: A BALANCE OF PASSION AND REASON IN FEMINIST RESEARCH ON SPORT AND SPORT-RELATED ACTIVITIES.

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This paper discusses the contribution of Norbert Elias's theory of involvement-detachment for feminist research on sport and sport related activities. Working with involved-detachment represents my feminist interpretation of Elias's theory. Involved-detachment is a balance, signalling a feminist passion for investigating gender relations from an inside perspective; a requirement to be involved, but recognizing and examining the feminist assumptions of the research endeavour and working towards an appropriate degree of involvement with and detachment from those feminist values in the advancement of knowledge about gender, sport and sport-related activities. The paper outlines the theory of involvement-detachment in terms of the role of values in sociological research. It discusses involved-detachment as ever-changing balances of passion and reason in feminist scholarship. The paper then presents some reflections about working with involved-detachment in research about older Asian women's experiences of fitness activities. It explores the ways that interviewing and observing these women is marked by balances of involvement-detachment that are important in furthering an understanding of the complexities of female experiences of fitness.

It is recognised that the rise of contemporary fitness regimes in the latter half of the twentieth century are characterised by images of the body beautiful. Popular images of femininity are mediated and promoted through bodily representations of slim, tight muscles and the appearance of health, youth, vitality and ability symbolising hedonism and (hetero) sexuality. Such images dominate (western) fashion magazines and health and fitness publications, and are commonly reinforced by personnel in the exercise, fitness, health, sport and diet industries. However, female body ideals are complex and contradictory. In fitness gyms the ideal female body is not uni-dimensionally ascribed. Rather what counts as acceptable in terms of female bodies is negotiated and defined, in several ways, by the women who participate. Drawing on interviews and participant observation material, this paper highlights that the lean, taut and sexualised female physique is not relevant to all women who engage in fitness activities. Indeed, such images appear to reflect and privilege young, white, middle-class, able-bodied and heterosexual females. Interviews with a small group of older Asian women illustrate that women who are older and from minority ethnic groups are actively engaging in a range of fitness regimes. But their experiences are marked by rejection and negotiation of established ideals of the female body beautiful. Counter to dominant commercial images of female bodies as young, lean, taut and openly sexual, the experiences of the older Asian women I have spoken to are characterised by personal fulfilment, enjoyment, the development calmness, the maintenance of long-term health and bodily modesty. Given this, it is argued that these women's everyday experiences of fitness activities are extraordinary ones that have implications for the way that fitness is promoted and prescribed.

G) THE GREAT SUBURBAN EVEREST: AN INSIDERS PERSPECTIVE ON EXPERIENCES AT THE 2007 FLORA LONDON MARATHON

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Existing event sport tourism research has been subject to claims of lacking coherence, theoretical underpinning, and lacking empirical support. This paper addresses these issues through an ethnographic examination of a group of distance runners participating in the 2007 Flora London Marathon (FLM). Using the concepts of 'Serious Leisure' and social identification, the behaviours of runners are described and explained. Data collection started in mid December 2006, four months prior to the Marathon and involved monitoring the training and preparation for the event of four separate groups of participants, across a diverse range of running abilities. The research then progressed to standing on the start line at Blackheath and Greenwich Park on Sunday 22nd April 2007, involved running through the 26.2 miles (42.1km) to the finish line, before finally concluding with participant reflections and memories, in the two-week period after the event.

Results suggest a diverse range of motivations for participating in the Marathon, and also illustrate the 'extraordinary' event experience that results from active participation. These are experiences that simply cannot be replicated by passively observing the event, and therefore make them uniquely distinctive and incredibly intense. One of the key findings was the strength of identification that participants had with both the activity of distance running, and the London Marathon event itself. This sense of identification was used to explain the unique ethos of runners, the need for personal effort to complete the event, the perseverance of participants in the Marathon, the durable benefits obtained by the runners (pre, during and post Marathon), and the career structure associated with the social world of the distance runner.

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G) IT'S ONLY A GAME…? EXPERIENCES OF SUB-ELITE/RECREATIONAL FOOTBALLERS AT A CHARITY TOURNAMENT

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Most research exploring the experiences of participating in sport focuses upon either children's' experiences of sport and physical education, the experiences of elite athletes, gender issues, or experiences of extreme sport participation. To date, little research has explored the experiences of sub-elite or recreational athletes in more prosaic activities. This paper focuses upon the experiences of such athletes participating in a charity five-a-side football tournament. Using a case study approach, the paper explores the tensions that arise between the charitable nature and ethos of the event, and the inherently competitive nature of sport, and how this impacts upon the overall experiences of participants.

The setting was the Iimia Shoot for Business charity 5-a-side football tournament, run by Dorset Business, in conjunction with AFC Bournemouth & FIRE 107.6FM. Teams paid £500 to enter and a charity auction and raffle were held in aid of Round Table Children's Wish, granting wishes to terminally ill children. The tournament was played at the Fitness First Stadium, home of AFC Bournemouth, in front of a small crowd, and received local radio and press coverage.

A qualitative research design was undertaken, involving several methods, including participant observation, non-participant observation, and in-depth interviews with players and spectators focusing on one particular team. The data collection focused upon the experiences of the event. Inductive coding of the data was undertaken, and through a process of consensus validation, a number of themes were identified.

Results showed that, despite the charitable ethos of the event, it was taken extremely seriously by participants and in many cases transgressed the spirit of the event. The key themes that emerged were:
- Aggression – for example instances of verbal abuse, and dangerous and harmful play.
- Competitiveness – the desire to win for participants
- Stress – players placing themselves under stress both mentally and physically.
- Sportsmanship – for example teams entering players unconnected with their businesses, with the use of 'ringers' with high levels of football experience at semi-professional level and above.
- Identity – players representing their business, and spectators and interested parties identifying with the teams.
- The experience of 'place' – for example the experience of playing at a professional football ground.
- Shared experiences and social bonding – despite the competitiveness, a sense of camaraderie was developed with other teams
- Legacy of the event – participants continuing to reflect upon the experience for some time after the event.

It was difficult for participants to experience the event in the ethos with which it was designed, and that the experiences of participants were more closely aligned with those associated with a more competitive event. Reasons for this are suggested, and the contribution towards our understanding of experiences of mundane, or 'ordinary' participation in sport is discussed.

H) HOW GUESTS AND EMPLOYEES CO-CREATE THE HOSPITALITY EXPERIENCE

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The guest experience is core business in hospitality. Therefore, hospitality businesses have to really focus on guests' needs, wishes and desires to make their hospitality service a true experience. To be effective, "hospitality requires the guest to feel that the 'host' is being hospitable through feelings of generosity, a desire to please and a genuine regard for the guest as an individual." (Lashley & Morrison: 2000). There is a need for the creation of meaningful and specific value for individual guests through personal interaction with the hospitality company. To accomplish this, personnel are mostly seen as very important. In order to provide context related, authentic experiences with a balance between control and self-determination, employees and their interaction with guests are key factors.

The research investigates the relation between guest and employee experience in hospitality settings. For the research a theoretical model has been developed. Within three main layers (context, individuals and interaction) literature is gathered in an overview of relevant theories. In order to provide the research with a practical perspective, three case studies in hospitality settings in the Netherlands are obtained. By qualitative interviews of both guests and employees most of the data is collected. Other data collection methods for the research are desk research and participant observation.

The results of the research show firstly, that interaction between guests and employees in hospitality settings are strongly determining the final guest and employee experience. Interaction between guests and employees makes the hospitality setting more memorable and meaningful for each interactant. Secondly, can be learned that the principle of cocreation can add important value to make hospitality experiences more meaningful for each individual (guests and employees).

The results of the research are of aim to hospitality businesses that want to improve their guest experience and train their staff accordingly and are a starting point for investigating possibilities to use the principles of co-creation in hospitality operations. Organizations have to emphasize the value of positive interaction between guests and employees and facilitate possibilities to truly co-create with guests. Open space for dialogue, to be sensitive for wishes and desires of guests and to be able to act like that are some main issues. By translating into practice, the research findings help every entrepreneur or organization in hospitality who wants to co-create memorable experiences together with their guests.

H) DESIGNING AND CO-CREATING MEMORABLE WILDLIFE EXPERIENCES: THE ROLE OF THE TOUR LEADER

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To date, little attention has been paid to the role of the dedicated wildlife tour leader where the leader is in the company of their clients for the whole duration of the trip as opposed to the on-site interpretative guides to be found in many ecotourism attractions or wildlife destinations. The purpose of this paper is therefore to highlight how tour leaders help to create memorable wildlife experiences for their clients. The British wildlife tourism market is an evolving tourism sector which has shown considerable growth and product development over the last decade based upon a growing interest in the environment, a more active holiday market and advances in technology which have facilitated not only cheaper travel, but also the marketing of specialist tour guides and destinations over the Internet.

Tourist expectations have increased in terms of the degree of comfort required and the desire for relaxation as well as activity and education. This has marked a gradual shift from a highly specialised market offering intensive physical activity and high involvement in a particular species (usually birds) to a more general market that is looking for an interesting, but pleasant and relaxing holiday based around a general interest in nature and the environment. Wildlife tour leaders are central to this tourist experience and are a fundamental component of the trip. Their expertise, approach and general demeanour make or mar a wildlife holiday for the participants: so much so that it is common for tours to be bought based upon who is leading them and where customer loyalty can be as much to do with the tour leader as the tour operator. Their reputation goes before them and participants frequently recommend them to friends. There are a number of key attributes that a wildlife tour leader must have: versatility, excellent field skills, sound local knowledge, reputation (many write natural history guide books), and good administrative and organisational skills.

Tour leaders have been described as information providers, sources of knowledge, mentors, surrogate parents, pathfinders, leaders, mediators, culture brokers and entertainers. Alongside these numerous roles, leaders provide four major functions: instrumental, social, interactionary and communicative. At the simplest level, the tour leader, often in unison with local guides, escort the tourists to prime locations where focal species can be seen. They will have researched the area well, will know what has recently been sighted and the best places from which to view the wildlife. They are experienced naturalists who can identify wildlife by their calls, their tracks and even their distant silhouettes. Due to these enviable field skills, tour participants will encounter a lot more species than they would if they were travelling independently.

But, unlike tour leaders who specialise in history or culture, there are additional pressures for the wildlife tour leader. Whilst general naturalists tend not to go on tour with a wish list, there is still a sense that it may be a once in a lifetime to see a particular focal species and leaders may feel under considerable pressure to locate certain free ranging wildlife. Moreover within any one group there are differing levels of expertise and focus which have to be carefully managed to ensure overall group satisfaction; not always an easy or enviable task.

H) EXPERIENCE PYRAMID – A PRACTICAL MODEL FOR ANALYZING AND CO-CREATING MEANINGFUL EXPERIENCES.

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Experiences have already been beneficially exploited in various fields of society especially in fields of creative industries and tourism. Particularly in brochures and other marketing material for nature travel and programme service area, adventure and fun are promised to clients. (See Komppula & Boxberg 2002; Pitkänen & Tuohino 2004.) Despite the fact that the Experience hype has been going on for a decade (see Pine and Gilmore 1999), we are still lacking concrete models and frameworks on how meaningful experiences can be co-created. Even the solid agreement on how the term experience should be understood has still not been reached. Lapland Centre of Expertise for the Experience Industry defines experience as strong, multi-sensory, memorable and individual experience, that can lead to personal change of the subject person (LCEEI 2007). But what actually separates a strong, meaningful experience and another 'mere experience' from each other? Can a meaningful experience be designed or co-created? Which elements or factors should be taken into consideration in process? Can experience be measured and developed?

To answer that question we have developed a model called Experience Pyramid. The model is based on synthesis on various previous writings concerning the topic (see Tarssanen & Kylänen 2007). Although the presentation is merely theoretical and lacks empirical confirmation it will open guidelines for understanding the specificity of experience products. The Pyramid approach suggests that the product should include six elements for being experiential: individuality, authenticity, story, multi-sensory perception, contrast and interaction. Through these elements customer's experience proceeds from motivational level to physical, intellectual and emotional, even spiritual levels. Model represents an ideal type – the 'perfect product' in which every element of experience is reflected on the motivational, mental and physical levels. It is an explicit tool for finding critical points, qualities or deficiencies in the product. With the model service provider can analyze one's product and discover ways to develop it. (Tarssanen & Kylänen 2007) Experience Pyramid has been successfully applied when developing various tourist experiences in Finnish Lapland and in Norway. It is currently used as a main framework in LCEEI's product development services.
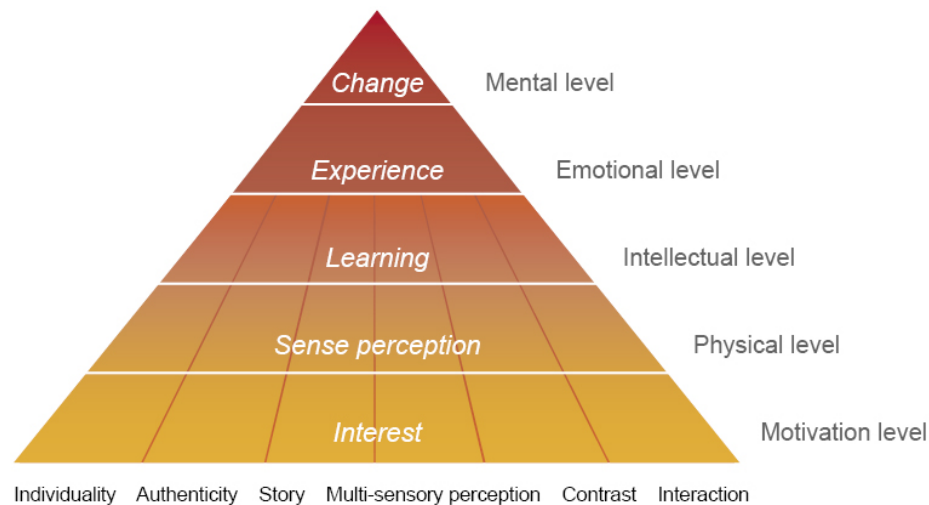
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I) ENLIGHTENED HOSPITALITY: THE CASE OF SEAHAM HALL

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How does a 200 year old, derelict, ex-miner's foreman's house set in the previously industrial landscape of Seaham, near Sunderland, in the North East of England transform itself into an internationally renowned hotel famous for its luxurious accommodation, Serenity Spa, Michelin Star restaurant and the only hotel in the area to have 5 AA red stars? This research shows how this process was achieved and the transformation of what also happened to be, Lord Byron's marital home, into the hospitality and leisure experience it provides today. Design with Asian influences was paramount to the creation of the awesome spa. Art, image and consistency were fundamental to the building of the experience. Attention to detail and staff are integral to the culture of the operation. Finance was essential, but Seaham now commands well above average room rates and excellent occupancy rates.

The theoretical backdrop makes reference to the work of Pine and Gilmore (1998 and 2002), Williams (2006) and the concept of Experiential Marketing. The focus however is on the application of theory drawn from Danny Meyer's model of Enlightened Hospitality (2006) which has led to the long term success of all his businesses in New York. This concentrates on the caring for Five Stakeholder's respective interests and is the most cutting-edge and innovative strategy in the hospitality industry. The use of image and display is used throughout the Case Study of Seaham Hall and is important in demonstrating the creation of such an unusual hospitality experience in an area in which regeneration and tourism is becoming increasingly important.

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I) FROM HOSPITALITY TO HOSPITABILITY: SPACE, AGENCY AND COMMUNITESQUE EXPERIENCES

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Contemporary discussions of the service experience in hospitality tend to focus on the roles and performances of staff, while ignoring the role of consumers. This paper reconsiders the role of staff and examines the contribution of consumers to the production and consumption and hospitality. The paper identifies different dimensions or forms of hospitality and discusses the differences between the offer of food, drink, shelter and entertainment within commercial transactions, the offer of hospitality as means of achieving social or political goals, and meta-hospitality: temporary states of being created by consumers and frontline staff. It is argued that meta-hospitality is an emotional experience and should be distinguished from rational manifestations of hospitality.

Moreover, the paper suggests that meta-hospitality is tied to communitesque moments: short-lived emotional bonds that may be built or experienced through hospitality exchange. The notion of communitesque experiences is developed from Victor Turner's anthropological work on liminality (temporary states of detachment from everyday social norms) and communitas (the social relations formed during liminal periods). The paper revisits Turner's work before discussing its uses and limitations, and then proceeds to extend his ideas through the concept of communitesque. The themes developed in this paper are used to re-examine the roles of consumers and producers in commercial hospitality, and to outline an emerging research agenda for the study of hospitality.

I) THE ASSESSMENT OF EMOTIONS IN TOURISM: THE CASE OF HIGH QUALITY HOTELS

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While the consumption of many different types of services is primarily driven by material motives, in leisure services – such as amusement parks, theatres, resort hotels – tourists mainly consume services to stimulate excitement and emotions (Otto/Ritchie 1996). Previous research (Mano/Oliver, 1993; Russell/Pratt, 1980) confirms this statement and indicates that the degree of arousal or excitement experienced by customers when consuming a service may be a major determinant of the pleasure and satisfaction with the experience. Therefore, the experience value of a tourism product is a dominant factor influencing consumers' motivation to buy a service. As the "experience-generation" (Pine/Gilmore 1998) searches for emotional experiences, such as fun or excitement and has a tendency for experience-intensity and life-hype offers todays tourism enterprises are forced to sell experience services (Otto/Ritchie 1996; Weiermair 2006). Pine/Gilmore (1998) define experience as the final stage in the economic environment to engage clients by turning the service into a memorable event. Basically, experiences are more than additional benefits and offered supplementary to the basic services (Grötsch, 2001, Pine and Gilmore, 1998). When staging the service, flow-experience and immersion (Csikszentmihalyi 1975) can be created.

Thus, the service performance or the staging of experiences plays an important role in the service delivery process (Schechner, 1988, 30). In order to design memorable experiences, tourists' needs have to be analysed, all five senses should be engaged and tourism entrepreneurs should try to surprise the guests over and over (Pine/Gilmore, 1998). On the one hand this allows services managers to achieve high emotionality of services and products but on the other hand they have to put more efforts in the design and maintenance of service experiences (Grötsch, 2001). The "hard-ware" (consisting of design/setting) as well as the "soft-ware" (programming) and "human-ware" (the employees, the customers and the service performance) play a crucial role to create customers' service experiences. Service performance (staging) can be interpreted as the core of every service experience: it takes place in a certain setting and will be provided uno-actu (Normann, 1990) by certain interactions between customer contact personnel and consumers.

The aim of the paper is to present an attempt to assess emotional values (=emotions) in the hotel industry. Thus, in a first step the authors will give an overview about the changing consumer behaviour in tourism. As the "new" consumer is more sophisticated and inconsistent and therefore traditional values and standards are considered to be obsolete he prefers transient but intensive forms of entertainment, recreation and experience. He/She is searching for the fulfilment of higher needs such as e.g. sensual excitement, multi-optional offers, self-actualization and emotional experiences (Kroeber-Riel/Weinberg 2003; Weiermair, 2001; Poon 1993). The second part a literature review will present impacts and instruments to measure emotions in general and in tourist settings. Therefore, the review presents conceptual as well as empirical work in the field of emotional and environmental psychology and flow-experience (see Baker et al. 1992; Bitner 1992; Kotler 1973; Voelkl/Ellis 1990, 1998; Schallberger/Pfister 1999, Rheinberg et al. 1997).

In the third part of the paper and as a result of the literature review a research model to measure flow-experience during the consumption of activities in the hotel sector will be developed. In order to measure experience quality in a holistic way the *Experience Sampling Method* of Csikszentmihalyi (1985) is adapted to the tourism industry. In doing so the individual experience of an activity and the relation of intra-corporate factors to these individual experiences (in the consumption situation) are the center of the research interest. Therefore, emotion psychology, economic science and concepts of the environmental psychology (Behavior Setting concept) (Baker et al. 1992; Bitner 1992; Mehrabian/Russell, 1974) are referred in this explanation model. In other words emotions of guests during consumption are measured but also the influence of the service environment –e.g. potential of entrepreneurs and employees, social factors, design elements and atmosphere – is raised on the emotions of the guest (Zeithaml et al. 1988; Bitner 1992). A questionnaire was designed to assess hotel guests' emotions whilst the consumption process during their vacation. After pre-testing the questionnaire, a survey was carried out in Alpine tourism. Eight hotels were selected in Austria, Southern Germany and South Tyrol (Italy) where questionnaires have been distributed to their guests. A total of 239 questionnaires could be used for statistical analysis.

The results presented in the fourth part will show that the hotel-setting (Hardware, Humanware and Software) has strong influence on the emotional state of the guests. Therefore the staging of the service environment as well as the service process should be a crucial part of the hotel strategy. The final part of the paper concludes with implication for tourism and leisure enterprises. to manage and to design guest experiences. Additionally the authors point out main areas of further research in this field.

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J) THE CHARITY TOURIST, A NEW TYPOLOGY OF TOURIST OR A NEW 'MEMORABLE EXPERIENCE'.

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According to Turner et al (2001) there are three different types of charity involvement within the tourism industry. Firstly, those charities involved outside the industry who use tourism through the fundraising potential it affords them; secondly those WITHIN the industry who offer trips for their members to sites of concern; thirdly, those ABOVE the industry who seek to influence the industry through pressure groups. This paper concerns the first typology.

Since the mid 1990's charities have started to recognise the fundraising potential of 'sponsored charity tours' and that the subsequent growth in this area helped not only to raise significant amounts of money for the charities involved, but also to raise their profiles internationally whilst affording the participants 'memorable experiences'. Many of the trips have become too large and too risky to be organised within the charities themselves and so professional organisers have emerged who offer niche services but obviously with a price attached. These trips are not advertised as holidays but rather as challenges or experiences, especially as often there is an element of strenuous physical activity.

What motivates supporters who want to undertake such trips and are they even interested in the charity or is it a means to undertake a memorable experience that is not ordinarily available? Are we as humans programmed by evolution to struggle for basic survival and so need to prove that to ourselves through undertaking experiences that appeal to the senses, emotions and values? Maslow's hierarchy of needs is assumed to be a linear progression in that people rise through the levels towards self-actualisation but once at the pinnacle where do we go? Perhaps this is why the attraction of returning to the basic needs, in a society which has removed many of the survival challenges from daily life, is so appealing. Do these challenges become so powerful because of their basic appeal yet providing unique customer experiences?

This paper is based on a Masters undertaken in 2005/6 that examined the role of events in Charity Fundraising and the types of Charities that are increasing using these 'experiences' and why. Interviews were carried out with both the charities and individuals who have participated in a variety of experiences. The findings show the need for belonging and status in that we are striving even in our leisure time to belong within groups.

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J) EXPERIENCE MANAGEMENT - PERSPECTIVES FROM THE CHARITY SECTOR.

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Poulsson & Kale (2004 p270) define a commercial experience as, 'an engaging act of co-creation between a provider and a consumer wherein the consumer perceives value in the encounter and in the subsequent memory of that encounter.' They go on to identify five key sensations or feelings; personal relevance, novelty, surprise, learning and engagement, one or more of which must occur in the consumer for an encounter to qualify as an experience. These five elements are incorporated into a scorecard which, it is suggested, could be used as the basis for market segmentation by sensation or feeling.

Charitable organisations use sponsorship of events such as festivals and music concerts to pursue strategic objectives including; recruiting new supporters particularly in youth demographics, increasing brand awareness and achieving campaigning objectives. This can involve the design of memorable experiences that focus event attendees on the mission, vision and objectives of the charity and encourage them to take action in support of the charity. This could be in the form of a campaign action or signing up to be a regular donor. Charitable organisations also organise events and invite supporters to attend with a view to increasing their commitment. This could be in the form of asking them to include the charity in their will or some other action.

The author proposes to prepare a scoping paper for a research project on the approaches of charitable organisations to experience management. If accepted the author proposes to conduct 3-4 semi-structured interviews, based on Poulsson & Kale's (2004) five sensations, with key members of staff responsible for the design of their charitable organisation's experience offering at festivals or other event types.

Key themes and codes emerging from the interviews would be used as a platform on which to base a research project. The project's key objective being to present a model, with examples of best practice, of the management and design of experiences that deliver tangible outputs that meet charitable organisation's strategic objectives. The research project would be based around;

- Structured interviews of festival attendees and charity staff working at the event
- Participant observation
- Netnography where appropriate (Kozinets 2002).

It is envisaged that the project could be extended to a second stage investigate commercial organisation's design of event experiences and compare and contrast with charitable organisations methods. If the proposal is accepted the interviews will be conducted from June – August. A presentation that includes interactive elements demonstrating aspects of charitable organisations event design will be conducted at the Extraordinary Experiences Conference in September.

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J) NOT FOR THE LIKES OF YOU? UNLOCKING THE INVISIBLE CODE OF CULTURAL PARTICIPATION

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This paper aims to examine the social manners and customs attached to experiencing a cultural event[1] (Skeggs, 2004). It proposes that all cultural events are bound by invisible social codes of practice which limits the type of audience that attends. These social codes are roughly aligned to social class so that they sideline and limit under-represented groups therefore creating barriers to obtaining cultural capital[2] (Bennett & Savage, 2004). Cultural experiences therefore are still perceived as elitist and for the privileged, educated few. Rather than addressing 'culture' as a whole this paper will focus on theatre as a case study. In order to deconstruct these 'codes of practice' this study will start by examining theatre-going in its historical and sociological context, beginning with Elizabethan theatre (Gurr, 2004). By taking key moments in theatrical history it will examine shifts in cultural experiences by probing the make up of the audience and customs associated with theatre going (Escolme, 2005). Building on this historical base it will attempt to tap into the social codes present in today's theatre. Utilising questionnaires and interviews it will build a picture of the experience of attending the theatre today and make transparent the social codes attached to this activity.

This paper then looks forward to the demands of the 21st century and the future of the theatre. At the forefront of New Labour's policies has been promoting access to culture as a means of combating or offsetting the effects of social exclusion (Bennett & Savage, 2004). Such an agenda can be seen starkly reflected in schemes such as Aimhigher (HEFCE, 2007) and the Every Child Matters Agenda (DfES, 2007) tapping into the next generation of (a theatre going) society. We can also see this policy ingrained in the recent Arts Council England Spending Review 2007. One of their key priorities is 'The arts are for everyone – access to the arts and participation for all' (Arts Council England, 2007). So how responsive have arts venues been to this call? If these invisible barriers and social codes still exist what and how much are theatres doing to break them down? Taking an arts centre as a case study this paper will examine how theatre is addressing the widening participation agenda. But can theatre keep up? This paper concludes by examining the threats to the future of the theatre such as the 'innovation nation' (Rudman, 2007) – as theatre and culture increasingly can be consumed online in virtual environments where does this leave the theatrical experience? This paper proposes that theatre and venues radically need to adapt to keep up with an ever evolving population. The invisible codes and customs associated with theatre attendance are increasingly becoming a dangerous barrier to audience development.

This paper ends by examining an innovative theatre company – *Propeller* – who are succeeding in engaging school children with Shakespeare in a radical and exciting new way (Hall, 2007). Theatre, arguably, needs to return to its Elizabethan roots.

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[1] There is a huge canon of literature on culture and class which discusses high and low culture. This paper will briefly allude to this but will not address this point in any depth.

[2] The definition of cultural capital in this paper cultural capital will build on Pierre Bourdieu's argument that education (in this context cultural education) will lead to more inclusive forms of cultural citizenship and social inclusion. (Bennett & Savage, 2004).

K) UNDERSTANDING MUSIC FESTIVAL AUDIENCES

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Many new events have been added to the music festival calendar over the past few years, indicating their increasing significance as cultural contexts. Research on music festivals, particularly in relation to cultural capital, is sparse.

Drawing on the work of sociologist Pierre Bourdieu, this research therefore investigates the role of cultural capital in generating attendance at a music festival. The focus is on individual audience members' cultural competencies and dispositions, suggested by Bourdieu as being shaped by the individual's experiences, social class norms and family influences. This research also asks whether the festival experience encourages audiences to immerse themselves in a phase of liminality as highlighted by anthropologist Victor Turner. The potential of this phase, which emphasises the relaxation of the normal limits of everyday life, is examined for its possible encouragement of experimentation and a transgression of usual cultural tastes. The research also explores other influences which may play a part in the individual's decision to attend a festival, in particular the role of social capital recently popularised by Professor of Public Policy, Robert Putnam.

This presentation reports on the initial findings of a study of three UK music festivals, each of which is focused on a particular musical genre. The research locations encompass a folk festival, a popular music festival and an opera festival. The presentation will use musical performance and multi-media technologies to explain the theoretical framework. The ethnographic approach of the study will also be illustrated, with very recently collected empirical evidence being used to highlight early conclusions.

K) LOST IN TIME: EXPERIENCES OF MUSIC FESTIVALS?

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"The open-air music festival is a strange and wonderful phenomenon of modern society which, when boiled down to the bones, consists of a large number of people milling around in a large field, sometimes in front of a band on a large stage" (BBC 2002) Despite their obvious (anecdotal) importance, there has been little published research on modern music festivals (as opposed to classical or jazz music festivals). It is estimated that there will be over 450 music festivals in Britain this summer (The Observer 2007) with millions of visitors. My research of the phenomenon of the modern music festival is at it's early stages but this session will explore the experience through the stories and photographs of participants. The basis of the presentation will be an analysis of the key areas identified by data that further develops our understanding of the event experience through an exploration of literature from the fields of consumer behaviour (e.g. Hirschman and Holbrook 1982), leisure studies (e.g. Watkins and Bond 2007) and tourism experience (e.g. Uriely 2005). Festivals generally last between two to five days and are temporary in nature. Is their influence on the individual as short-lived? How is the experience constructed by an individual, what rational and emotional response did they have as a result of the music festival and does it have any affect on their self-esteem and self-identity? Has the experience been so profound that they have been transformed in some existential way? Come and watch, listen and find out.

K) EVENT MARKETING: EXPERIENCE AND EXPLOITATION

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With the growing discussion relating to the experience economy and the importance of the customer experience for both goods and service marketing there has been increased recognition of the usefulness of event marketing as a key 'experience' creating tool. Although event marketing is undoubtedly a growing field within marketing practice and secures an increasing amount of the marketing communications budget there is very little theoretical discussion of this area within marketing academia. This research begins to address this issue by firstly identifying the scope of event marketing and then using examples of good practice combined with existing marketing communications planning theory to develop some initial concepts and tailored models within this sub-field of marketing communications.

Good practice case studies are used to extract and develop guidelines and models and theories which can be applied to a wide range of events and indeed a wide range of marketing communications. The main findings of the paper suggest that events as a form of experiential marketing are effective only when they are innovative and creative, carefully targeted and provide real additional value for the attendee. Along with these key features an event marketing campaign must be integrated and coordinated with other marketing communications methods in order to extend and exploit both reach and impact. Finally, if events are to achieve the longer term objectives associated with experience marketing (for example, relationship building and brand loyalty) then this activity needs to be strategically planned with clearly defined objectives against which the campaign can be measured and evaluated.

L) THE 2006 COMMONWEALTH GAMES OPENING CEREMONY EXPERIENCE – AN EVALUATION THROUGH THE PRINT MEDIA

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Mega sports events and particularly their opening and closing ceremonies, are often classified as 'memorable once-in-a-lifetime experiences'. Based upon tradition and cultural values, management aim to produce spectacular and unique moments of celebration, that will hopefully live in participant, spectator and management memories for many years to come. But is this the case? More recently opening and closing ceremonies are rarely sold out events and so much of the experience appears to be used watching thousands of athletes merely entering or leaving the competition arena. Are they truly memorable or is there a 'sameness' the world over beginning to emerge, regardless of the event nature and location?

This presentation intends to provide an in-depth case study of one mega event – namely the 2006 Melbourne Commonwealth Games. Widely known as the 'Friendly Games' this event in terms of size is second only to the Olympic Games, and involves representatives from nations and territories from every continent of the world. In essence this time bound mega event constitutes an elite athlete, multi-sport competition comprising participants from 1.7 billion people (30 per cent of the world's population).

Celebrating youth, sport and culture, the event's Opening Ceremony and focus of this particular study, intended to highlight the many things that make the host city, country and relationship with the competing nations unique. Promoted by the Executive Producer of the ceremony as "a playful account of childhood, the world of imagination – a journey 'into wisdom, joy and innocence'" (Walsh, 2006), did it achieve this unique status and how was the event experience actually perceived? Overpriced public relations disaster or memorable entertaining spectacle?

This study adopted a secondary analysis of the experience through appraising the printed news media coverage of the Opening Ceremony, across the duration of the event lifecycle. Using the Dow Jones Business Interactive (Factiva) and Google Australia databases, media articles were sourced from around the world. Using separate searches with the identifiers 'M2006 Opening Ceremony', 'Commonwealth Games Opening Ceremony', '2006 Opening Ceremony' and 'Melbourne Opening Ceremony' more than 200 relevant news items were selected for analysis. These were then content analysed and chronologically filtered according to positive and negative experiences across three definitive time phases ~ pre, event, and post event reporting.

Currently the data is in its final stage of analysis (although this will be complete by the end of June). The qualitative opinions of the international journalists will clearly provide the evaluation frame and focus of this investigation. The findings will then be compared with wider published material on Opening Ceremony protocols, as well as experience management literature. On the basis of these findings a number of recommendations towards the future management practices of Mega Event Opening Ceremonies will be proposed reflecting different stakeholder perspectives.

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L) EXPLORING HYPER-EXPERIENCES: PERFORMING THE FAN AT GERMANY 2006

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In the modern era affluent western economies are increasingly marked by the development of and use of, cultural products (Ransome, 2005). Festivals and events are central aspects of a global cultural economy where material products and services merely facilitate the quest for experiences (Pine and Gilmore, 1999). This paper investigates this phenomenon through a case study of the Munich Fan Park experience at the World Cup 2006 in Germany. It highlights how nation states, cities and individuals are engaged in circuits of cultural consumption whereby ephemeral, 'hyper-experiences' are sought, technologically captured and virally circulated for their promised cultural cache and status value.

Methodologically the paper draws upon, and integrates, Foucauldian (Foucault, 1977; 1988) theory with observational and interview data collected during the Germany 2006 world football extravaganza. In focusing upon Brazil and Austrailia a documentary analysis of the Fan experience uncovered as fans are tracked, observed and digitally captured along with 'vox pox' recordings inside and outside the formalised Fan Park. The authors argue that Fan Parks manufacture and accentuate intense dramatalogical experiences (Roche, 2001). Fan Parks provide a platform whereby hedonistic or ludic subjectivities are assumed, accepted and wilfully enacted. The spatially demarcated and temporary nature of these locations legitimates and triggers the subject position and performativity of the 'fan' (Blackshaw and Crabbe, 2004). In the fabricated and contained spaces of the Fan Park subject position of the 'fan' and the embodied hyper-experiences sought is performed in comfortable, animated docility.

Moreover, the authors contend that technology and the gaze of fellow 'fans' plays and important role in this process. Technology allows for the participation, distillation and instant mediatization of the fan experience. Through formal, official outlets and informal, alternative mediums (e.g. use of digital cameras and mobile phones) the fan is targeted, experiential performances caught and looped back to the 'lived' and live audiences (Roche, 2001). In this technological network the emotional peaks of hyper-experience become both subject and object due to their associated status value. Funnelled to a concentric core of subjects at the Fan Park epicentre the performances of hyper-experience are filmed, mediated and re-filmed in an increasingly intensified cyclic gaze. Therefore, in the Fan Park a vortex of voyeurs is produced, perpetuating the self-regulatory subject positions of hyper-experience.

L) USING EMOTIONAL INTELLIGENCE TO INSPIRE LEARNERS: A CASE STUDY PRESENTATION USING THE EXPERIENCES OF THE 2005 TOUR DE FRANCE

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The presentation will combine the use of a case study in event experiences as an example of how to develop emotional intelligence in learners. It will demonstrate how to invest teaching with emotional intelligence in order to encourage students to be more 'involved' and analytical in their discussions on the experiences of attending events and to begin to think about how to use conceptual approaches to analyse such event experiences.

The presentation will draw upon the concept of emotional intelligence as a tool for developing learning environments (Mortiboys, 2006) and is underpinned by Biggs's (2003) ideas on constructive alignment. The key aim is to demonstrate how to encourage an emotional state in learners that is conducive to learning by planning both the emotional environment and physical experience of learners.

This will be demonstrated by a presentation based around a teaching session. It will utilise a Powerpoint presentation, video clips and artefacts taken from the 2005 Tour De France (TDF). The session will set the 'experience' of the TDF in the context of Pine & Gilmore's 'experience realm' (1999) and then suggest further tools for analysing the experience drawing upon the use of symbolic interaction (Rossman, 2003) and semiotics (Barthes, 1957)

The context for the presentation is 'the experience of events' and relates to a teaching session delivered on a module taught on BA (Hons) Event Management Level 6. It will provide illustrations of how I utilised the session to present my own experiences of participating and attending an event as a mechanism:
- for encouraging students to reflect on their own event experiences
- to act as mechanism for encouraging a more emotional and analytical expression of that experience

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M) CADASTUR – ONLINE SYSTEM OF REGISTRATION OF PROVIDERS OF TOURIST SERVICES

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With the creation of Brazil's Ministry of Tourism, in 2003, a new understanding of the tourism industry in the country begun. Brazil's Ministry of Tourism has been developing a series of public policies aimed at organizing and modernizing the tourist sector in the country and the ICT - Information and Communication Technology, has a fundamental role in the operationalisation of such policies. ICT is used in an attempt to promote interaction and information exchange among the public sector, community, partners, actors of tourism's productive chain, as well as the users of tourist services. The use of the ICT is one of the most effective strategies, and the one with the best cost-benefit ratio in the dissemination of tourist information, combat to sexual and infantile-juvenile tourism, generation of new jobs in the industry, positioning of the Brazilian tourist products in the world stage, relationship with the tourist trade, and monitoring of the activities of the industry. The immense dataset involved in those activities demands the creation of integrated information systems that are basic instruments for the planning and development of strategies and for the administration of the tourist activity within all spheres. It is fundamental that the decisions should be made based on and legitimated by concrete data and that measurable metrics and indicators should be created to evaluate the success of the projects in relation to each investment made.

The creation of a technological platform allows obtain different pieces of information among the databases of the systems and generating generate information from the crossing of the data from different systems, making it possible for a better management of the Tourism policies. The main system of this technological platform is CADASTUR - System of Registration of Providers of Tourist Services. CADASTUR is a tool used by Brazil's Ministry of Tourism, whose main purpose is the on-line registration, classification, and inspection of the country's providers of tourist services for the tourist activities regulated by the current law such as Travel agencies, Lodging Facilities, Tourist Transportation Companies, Theme Parks, Event Organizers, Fair Organizers, Providers of Specialized Services, Tour Guides, Bachelors in Tourism, and Educational Institutions.

Tool Features

- National comprehensiveness;
- Fully pursuant with the current tourism legislation of the country;
- Based on Open Source Software;
- Allows the registration / classification of more than one tourist activity for each provider;
- Allows the detailed control of the whole life cycle of the provider's registration;
- Integrated with other systems of the Ministry of Tourism's platform;
- Use of the "Register Yourself" concept, facilitating the use of the tool by the provider;
- Validation of the provider's information in two levels - Regional Bureaus and Ministry;
- Collection of registration fees – On-line issuance of the note for payment;
- Registration/classification certificate – On-line issuance of the certificate for the providers, as well as the verification of the authenticity of the document;
- National Tour Guide Identification Card – Issuance of the national identification card in anti-fraud device;
- Availability of information of providers in REGULAR situation to tourists, through the Brazilian Tourism portal.
- Approximately 35,000 registered services providers since 02/06/2006.

M) UNDERSTANDING THE VIRTUAL EXPERIENCE

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In recent years there has been considerable interest in building of virtual communities on the Internet. Some communities are based on proven technology and incorporate multimedia such as video clips, cartoon characters and blogs as left on sites such as Bebo and MySpace. However one incredible recent phenomenon has been the growth of Second Life and the emphasis on the creation of Avatars who can zoom around varied landscapes and experience sights and sounds within a virtual world. This paper explores the way in which people react to virtual experiences and shows how virtual landscapes and environments could be built to whet the appetite for consumers to experience the real thing. This environment allows individuals to create an alter ego that allows them to behave and act in different ways and experience different phenomena. For instance Anshe Chung is Second Life's first millionaire by setting up a business to buy and develop virtual land. As this is open territory and members can develop virtual land with amazing designs, sounds and colours anything is possible without the real world problems that exist. Individuals can meet, chat dance swim, surf, fly, drive a car, go sight seeing etc. It is estimated that by 2011 at least four out of five individuals that use the Internet will participate in Second Life or a similar medium. A similar set up in South Korea called Cyworld is also very popular and has 20m users. The people who come onto this online world are not just socialising, they are doing business, collaborating on research, teaching, dating and even experiencing virtual sex! As the medium develops further and new possibilities open up, it is clear that there are many niches developing such as Roma (a Roman island) that is proving to be very popular with 'residents'. Property prices are high. However the island also offers a glimpse of how people must have lived in Roman times and as such offers an ancient virtual experience to visitors. In due course it would not be surprising to see countries setting up virtual experience regions within Second Life just as Branson's Virgin Group has set up 'A World of My own' and Reuters virtual building for meeting staff around the world. Hyper-reality is the potential to offer experience similar to Euro-Disney's theme parks. Technology offers the opportunity to the post-modern consumer to be a participant in customizing his or her own world. This is now truly happening with areas such as Secondlife.

M) LESSONS FROM THE EXPERIENCE ECONOMY: THE USE ONLINE COMMUNITIES TO ENHANCE THE TEACHING AND LEARNING EXPERIENCE IN HIGHER EDUCATION

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Online communities have emerged as important facilitators of the new experience economy by providing new platforms to engage customers in more memorable and meaningful ways. These communities are used by companies to engage consumers by making them co-creators and co-marketers of their products and services, with the intention of increasing affinity and brand loyalty and ultimately competitiveness. Can online communities be used in similar fashion to engage students in the learning process?

Up until fairly recently concepts such as customer involvement, engagement and competitiveness were not typically concerns of academia. However, radical changes in the UK Higher Education landscape, particularly within the last ten years, such as the introduction of fees, expanding enrollments and a new emphasis on quality in teaching and learning, means that universities are now grappling with many of the same concerns as modern corporations. The use of online communities within the education context has recently emerged as a means of applying information technology to enhance the quality of teaching and learning.

This paper seeks to investigate the extent to which the establishment of online communities through student weblogs delivers the benefits of increased student involvement and engagement and more memorable classroom experiences. A content analysis of weblogs kept by students undertaking a module in Planning and Management of Events at London Metropolitan University was done to determine how effective the keeping of weblogs was in increasing levels of student involvement. The extent to which classroom experiences became more memorable as a result of these weblogs was established by comparing student blogging practices with their final grades. The authors conclude that weblogs can be used as a means improving student teaching and learning quality by increasing student participation in the learning process and by making classroom teaching more memorable.

N) ASSESSING THE VALUE OF THE LOBSTER CULTURE FOR MAINE'S COASTAL TOURISM EXPERIENCE

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We hypothesize that Maine's "lobster culture" (lobsters, lobster fishing, lobster fishing villages) is an important part of the coastal Maine tourist experience and that Maine's coastal tourism industry relies on the presence of an active lobster fishery for its economic success. A recent Maine Office of Tourism visitor tracking survey revealed that the most popular experiences among Maine's tourists include visiting small towns or villages (64%), visiting beaches/the ocean (59%), and eating a lobster (43%).

In order to test our hypothesis, and quantify the value of the lobster culture for Maine tourism, we conceptualize the Maine coastal vacation as an experiential "product" and decompose this "product" into its major components or features. We will investigate the unique value contributed by each element of the coastal Maine tourist experience, e.g., coastal cuisine (lobster/seafood), aesthetics (views of lobster buoys, boats and traps), heritage (small fishing villages, history of the lobster fishery; marine-inspired folk art, lobster festivals), and ocean-based activities (whale/bird watching, fishing, sea-kayaking.) We will measure preference for these features among tourists, i.e., determining the degree to which each feature drives vacation planning as well as how much each feature is valued. This research will employ a novel web-based conjoint measurement method developed by M.I.T.'s Center for Innovation in Product Development (CIPD) as part of their Virtual Customer Initiative.

Two thousand (2000) respondents will be recruited from an electronic mail panel representing Maine's primary tourist market, including the Canadian Maritime Provinces and northeastern US states, to a Website that will administer the conjoint data collection. Respondents will rank order bundles of features describing alternative coastal Maine vacation experiences. These features will include depictions of lobstering culture (photos of harbours with traps, boats and buoys) as well as other iconic Maine coast experiences. Included with these features are the costs to tourists, both financial and non-financial, such as drive time, duration/timing of vacation experience. We will then be able to determine the unique value of each feature tested by examining the patterns of feature and cost preferences. This relative value is expressed as a part-worth or utility and can be interpreted as a price elasticity. The conjoint analysis will also estimate the part-worths of each individual respondent, enabling the application of cluster analysis for segmenting the market based on respondent preferences. This enables an investigation of the naturally occurring subgroups/segments in the overall market. This will assist in identifying potential target markets for enhanced tourism communications and new tourism products.

Our research will provide policy makers and citizens in coastal Maine communities with information that will better equip them to deal with economic development issues, e.g., zoning and land-use/water-use planning as well as balancing resource conservation and management practices with sustaining viable lobster fisheries. This project will also serve as a model for developing and managing other types of tourism experiences.

N) THE EMOTIONAL AND EXPERIENTIAL BENEFITS OF WILDLIFE TOURISM: 'WONDERMENT, CONTEMPLATION AND SUSTENANCE'

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This paper represents an important exploratory study into wildlife tourism experiences and highlights the wider importance of nature to human well-being. It is based upon an ethnographic study of 'serious' wildlife tourists / general naturalists who represent an important and growing segment of the international wildlife tourism market. The researcher joined two inclusive wildlife tours as a participant observer; one to watch the autumn migration in Andalusia and another which took a whale watch boat from Le Paz by the Sea of Cortez to Magdelena Bay on the Baja peninsula. Here she undertook observations and in-depth interviews of fellow travellers.

When asked to describe how seeing wildlife made them feel, whether on tour or at home, a number of common psychological benefits emerged. Nature's design, performance and immense biodiversity initiate an emotional response of awe, wonder and privilege which unlocks eco-centric connections to nature and a feeling which is almost beyond 'words'. This provokes an intense feeling of well-being which awakens sensory perception and allows the individual to enter an aesthetic mode in which they experience a psychological distancing from the routines of everyday life.

There is time to stand and stare, and to contemplate. Nature and wildlife are not only spatial events but also temporal ones too. In the liminal, embodied space of a wildlife encounter, socially constructed, modern fast time dissipates and is replaced by still life and motionless time whereby participants are totally absorbed in the spectacle. All thought and action is concentrated on the moment in the task of spotting, watching, identifying, recording and enjoying. The natural world becomes a theatre and the animals, the performers. Here the dramas that are an irreducible part of being alive are played out.

Experiences in nature have long been seen to have wider health benefits. The idea that you can be mended by the healing currents of the great outdoors by engaging with rhythms and ways of life different from you own goes back to classical times. In equally profound ways, spontaneous wildlife experiences, whether on tour or at home, can provide sustenance which stretches beyond the immediate encounter to instil a sense of happiness and well-being. The knowledge that it is all there waiting to be discovered and the memory of past sightings builds hope and expectations of the next wildlife encounter.

N) EXPERIENCE MANAGEMENT IN TOURIST ATTRACTIONS - NEW CHALLENGES?

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When Norway is being marketed abroad, the focus is the Norwegian nature. Norway is fjords and mountains, waterfalls and rock faces and spectacular road stretches both to admire and to use for recreation and activities. But, the tourists also visit culture-based attractions, such as museums developed for other objectives than interpreting culture for tourists. These museums play an important role for the tourist industry, and the tourists are important for the museums, both for economical and political purposes and for the knowledge and image of local, regional and national culture.

The article focuses on the challenges in developing and managing extraordinary experiences for tourists in culture based tourist attractions, and concentrates on some main themes;

-Many of the organized attractions in Norway are based in national culture. The Norwegian national culture was constructed and consolidated in the 1900th century and where exposed in museums in the 20th century, and is now attractions and. There are many challenges in that. There are new voices and new cultural expressions not yet exposed in museums.

- There is an ongoing discussion about museum exhibitions in Norway. What kind of exhibitions gives the tourist's knowledge, experience, entertainment etc. and do the managers wish to develop museums for extraordinary experiences? Many tourists visiting Norway are quite experienced when it comes to travelling. The tourists have usually visited many places before and have lots of products to compare with. Younger tourist have new ways of learning, the stimuli's are without limits, the pedagogical approach different and they are used to several formes of learning and entertainment. Tourists have often limited time and usually only a few of them will return to the same attractions.

- If the museums organize for extraordinary experiences, do they promote that for the tourists, and how and where do they the promotion?

The theoretical framework and methodology are historical knowledge, theories about defining, analysing and developing tourist attractions, and participation, observations and surveys with tourists and managers on selected attractions.

O) MEASURING IMMEDIATE EXPERIENCES: FLOW STATE METHODS AND TOURIST SATISFACTION

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As tourism and related fields of study embrace experience paradigms from positive psychology and experience economy, our social science specialism remains predominantly unprepared for measuring immediate experiences. One set of immediate experience measures of potential relevance to tourism researchers is flow state methodology. Flow is an extraordinary, fulfilling psychological state characterised by: challenge-skill balance in an activity, action-awareness merging, clear goals, unambiguous feedback to a person's actions, full concentration, a sense of control, loss of self-consciousness, time transformation and autotelism (Csikszentmihalyi, 1990). Relationships between this optimal state and tourist satisfaction have been established more than a decade ago (Ryan, 1995).

However, flow methods have not been adopted by tourism researchers seeking to evaluate tourist satisfaction at sites (Filep, 2007). Yet it is recognised that some of the conventional methods such as SERVQUAL, SERVPERF, HOLSAT or IPA are much more reflective methods and therefore cannot measure satisfaction derived from immediate or almost immediate conscious tourist experiences. These measures also cannot normally account for affective components of the tourist experience (Barsky and Nash, 2002). Tourism researchers may therefore benefit from using cognitive-affective flow state methods for evaluating tourist satisfaction at various cultural and natural sites.

In social sciences, flow has commonly been measured through Experience Sampling Method (ESM), Flow Interviews and ESM related measures of Dispositional Flow State Scale (DFS) and Flow State Scale (FSS). ESM usually requires a signalling device that directs participants at random times to complete a questionnaire. The questions are typically linked to the respondent's momentary situation and psychological state. ESM has therefore been used to study cognitive as well as affective dimensions of experience and, hence, the flow state. The FSS and DFS respectively, assess flow experiences within a particular event and the dispositional tendency to experience flow in an activity. In the in-depth interview approach, respondents are typically asked to describe an experience which stands out as being better than average in the activity in which they normally participate (Jackson, 1996).The interviewees are then given three quotes to orient their attention to flow and more specific questions about the dimensions of flow can then be asked. In case of on-site experiences, questions addressing key satisfaction themes such as mindfulness, gaze, existential authenticity and psychological risk and stress can then be combined with the flow questions. Occasionally, these methods can be complemented with observational data on walking speed, pause times and posture.

These measures can provide a powerful assessment of tourist satisfaction derived from immediate experiences at sites. However, the usefulness of ESM, FSS, DFS and the Flow Interviews, may also extend to other aspects of tourist satisfaction. Some eccentric examples of these other aspects are drug related tourist experiences and sex tourist experiences.

Despite their usefulness, the flow methods are not without limitations. However, their value in measuring extraordinary experiences of travellers is significant and is worthy of attention by tourism researchers who are interested in a more holistic view of tourist satisfaction.

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O) SEGMENTING THE TOURISTS' GASTRONOMIC EXPERIENCE: A MULTIGROUP FACTOR ANALYSIS

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In an ever growing competitive market, tourist destinations need to ensure that their experience is differentiated from competitors' product offering. While differentiation can be achieved through multiple strategies, the use of local culture has not only been regarded as one suitable differentiation strategy, but also one that promises great scope for sustaining competitive advantage. Gastronomy is one of the cultural resources that usually retains an aura of 'uniqueness' in the eyes of the tourist and thus is a strong candidate for use in differentiation strategies. While an understanding of the relevance of gastronomy to the overall tourist experience is scarce, existing research suggests that the tourists' gastronomic experience goes beyond the simple act of eating. Moreover, even tough the gastronomic experience endows a tourist destination with a unique and cultural identity; there is evidence, albeit preliminary, that this experience is not homogeneous across individuals. Therefore, the aim of this paper is to develop and empirically validate a multiple group analysis model for measuring the tourists' gastronomic experience, which take into account the heterogeneity of the different nationalities.

A structural equation model was developed and tested on a sample of 370 tourists from four countries (United Kingdom, France, Spain and Germany) visiting Portugal during the Summer of 2006. The visitors were approached during their departure at Lisbon's international airport and those who recognised experiencing Portuguese gastronomy during their stay were asked to indicate the importance of a range of attributes when selecting a local restaurant while on holidays (motivation) and how satisfied they were with their experience for each of those attributes (satisfaction).

Structural Equations Modelling was used to determine the correlations between two latent variables: motivation and satisfaction. The results show that the motivation to experience gastronomy is explained by the three motivational indicators. The most important indicator was atmosphere, followed by price/quality relationship and gastronomy and services. Similar to motivation, satisfaction was explained by its three constituent indicators. In order of descending importance, satisfaction was explained by gastronomy and service, price/quality relationship and atmosphere. Finally, motivation and satisfaction were also found to be correlated. Overall, the results suggest that the tourism gastronomic experience has different meanings according to the nationality of the tourist, showing that the gastronomic experience is a cultural issue more than the satisfaction of a basic need. Implications for the strategic management of the tourists' gastronomic experience and for the marketing of tourist destinations are discussed.

O) ANALYSING THE CONTENTS OF THE CONSUMER LEISURE EXPERIENCE: THE WORLD EXPERIENCE SURVEY

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Imagineering is value creation and value innovation from the experience perspective. The Imagineering Academy has set up The World Experience Survey, a study that is aimed at finding out more about the leisure experiences of consumers. The goal is to determine the similarities and differences of the contents of the leisure experiences all over the world. The main challenge of this study was how we could make an operationalisation of the abstract concept of the leisure experience.

After an elaborate desk research and a pilot study, we have concluded that the most appropriate operationalisation of leisure experiences is *meaning structures*: people behave in a certain way to give meaning to their life, to reach those values they consider important in their life. People are looking for meaningful experiences. The meaning people attach to their favourite leisure activities is in the focus of this study. For example, people like to go mountain biking in their free time, in order to fulfil their desired needs ('*good condition*'), to experience the desired emotions ('*a down-hill gives me a kick!*'), and to achieve their desired values ('*cycling in nature gives me a feeling of freedom*').

The theory beyond this study is the *Means-End Chain Theory* (Reynolds and Gutman), a model of giving meaning: a product becomes a means to reach a certain 'end': the fulfilment of the significant values of people. In this study, the meaning structures were revealed using the *Laddering* interview technique, also known as Meaning Structure Analysis. New in this study is that not product attributes, but perceived benefits of the favourite leisure behaviour are the starting point of the laddering interview. This resulted in a number of meaning structures, which contained motives, needs, emotions, feelings, and values of people regarding this leisure behaviour.

The first measurement of the World Experience Survey in The Netherlands took place at the end of 2006. The cultural leisure experiences - regarding theatre, music, and festivals - and the holiday experiences of people were examined. In this study, 45 in-depth interviews were held. This resulted in a number of Value Maps, in which the entire experience has been visually mapped. The results show that most important values connected to cultural leisure experience are self-enrichment, achievement, and social recognition. Getting recognition is important for people who play music, while acting in a theatre is more connected to individual values like self-enrichment. In the holiday experience, two segments can be distinguished. In the first segment, people wish to learn more about other cultures and making new contacts, in order to enrich their lives. The second segment is characterised by reposing and doing only activities people really enjoy, which leads to the values inner harmony and freedom.

Advantages of this new approach are that the leisure experience has been made more concrete, more well-organized (presented as Value Maps) and consequently easier to compare with measurements of the consumer leisure experience in other countries. In 2007, the Imagineering Academy is planning to measure the leisure experiences abroad, in cooperation with local universities.

P) WHAT'S WRONG WITH EXPERIENTIAL LEARNING BEING 'MORE FUN'?

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The TLC (Towards Learning Creatively) FDTL 5 project has identified that more innovative assessments have generated benefits for students and staff. Oral, visual and practical assessments have motivated students to become more independent learners. This has significance for all students but especially for those with dyslexia. This presentation will outline the results of quantitative and qualitative research undertaken by the project at Southampton Solent, Oxford Brookes, and Bournemouth Universities to identify whether non or partially written assessments are beneficial. Research was undertaken on a sample of programmes and their students covering leisure, tourism, and sport. Case study examples also cover hospitality and events and have now broadened out into other subject areas.

The audit of the sample of programmes identified that the majority of assessments were written (examinations, reports or essays). In professions where personal 'experience' is the oft quoted demand from industry this was surprising. Research with staff, students and educators found that there were barriers to assessing outside of the 'norm' and that to encourage staff to be less 'risk averse' required any change to be showcased and justified. Qualitative research with students has found that experiential assessments have been more challenging but more rewarding. This is because they understood the rationale for such assignments (compared with exams and essays) and that their 'diet' of assessment was varied, sometimes stressful but more 'fun'.

P) EDUCATION FOR THE EXPERIENCE ECONOMY: TOURISM HIGHER EDUCATION CURRICULA IN JORDAN

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Jordan has many unique and memorable attractions to offer the tourist but successfully turning these into extraordinary tourist experiences also depends on the guest/host interaction. The quality of the training and education of tourism managers and service staff will therefore be vital in maintaining and enhancing Jordan's reputation for hospitality and welcome. This paper looks at current tourism education in that context.

This paper discusses and evaluates tourism higher education in Jordan from the perspective of stakeholders such as students, educators, industry employers and employees, the government and tourism professional associations. It aims to establish:
- Their perceptions of tourism in general and tourism education in particular.
- Their views on the knowledge, skills and capabilities needed by the tourist industry in Jordan now and in the future
- The role of tourism education in tourism development in Jordan in the experience economy?

According to Morgan (2004) the implications of the experience literature (Pine and Gilmore 1999, Jensen 1999 etc) are that managers of the future will need additional skills to those currently developed by most business management degree courses. As well as being critical and analytic, they will need to be creative and innovative; communication skills need to include narrative, story-telling and the use of non-verbal cues to create atmosphere. They will need to develop empathy with their customers and the curiosity to discover and celebrate local distinctiveness (Morgan 2004). To play roles effectively themselves and to get the best out of their staff, graduates need to draw on qualities of self-awareness and motivation, imagination and creativity.

To build such skills into the higher education curriculum is a challenge to all national education systems. It is also uncertain whether the tourism industry fully accepts the experience hypothesis and will be ready for the graduates the new approach would produce (Morgan 2004). This paper will provide evidence based on the study of the industry and education system in one country – Jordan. Jordan is a not a rich country in terms of natural resources such as crude oil or fresh water, but it is a rich tourism destination that enjoys a diversified tourism products, and it is rich in its human resources. Jordan is ranked number forty seven in the world in terms of literacy rate (91.3%), and number one in the Arab World (CIA World Fact Book 2007)

Jordanian universities have been offering bachelor and postgraduate degree programs in tourism since the early 1990s. However, there have been major problems and challenges in this endeavour, including the lack of qualified academic staff, poorly designed curricula, limited practical training opportunities for students, and difficulties in keeping qualified graduates in the industry. Following years of debate, Jordan has developed a national strategy for higher education (2005-2010), which complements the national tourism strategy (2004-2010). However, it is hard to claim that Jordan has developed contemporary tourism higher education policies and plans. If Jordan is to gain more from tourism in the long term, it is essential for the country to improve the standards of tourism higher education. However, to achieve this, some radical cultural and structural reforms are needed, not only in tourism higher education, but also in the country's overall higher education system.

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P) ASSESSING THE DEVELOPMENT OF INDIVIDUAL LEARNING STYLES: THE ROLE OF YOUTUBE IN THE CLASSROOM EXPERIENCE

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It is often hard for academics to find resource material when Universities are developing courses faster than teaching materials are made generally available. This, in addition to the increase in the diverse nature of student groups, means that academics need to find alternative ways to enhance understanding. This paper focuses upon the significance of the inclusion of YouTube web-based video-clips to teaching and learning in a Higher Education context.

The inclusion of video or television within the classroom is not a new concept; we will all remember the cheers of fellow pupils when the television is wheeled into the classroom. This reaction is due to learners finding watching video more effortless and enjoyable than reading, speaking, writing, calculating, and discussing; after all, television has always been perceived as entertainment. However, this media can also be considered in other perspectives, and its role in making the classroom more diverse. Video can offer 'an accessible visual and emotional experience to students', it presents 'a literacy', and a new language – the 'language of images', and a form 'symbolic visual codes'. In addition, it can provide 'a compelling and immersive educational experience' (Fill & Ottewill 2006).

This exploratory research was conducted trough a questionnaire based off Gardiner's Multiple Intelligences. A sample of MA students (n=41) from applied marketing modules (sport marketing and marketing events) completed the questionnaire based off these intelligences. A new addition (International Intelligence) to learning intelligences was developed by the researchers in response to Barrington's (2004) comments on massification of UK higher education. The dramatic increase in student diversity in British HE requires new approaches to content delivery. The use of these clips can attempt to reach across age, gender, ethnicity boundaries as well as international cultural differences.

The results revealed that the use of YouTube video-clips had a positive impact on learning and enabled students to strengthen their use of multiple intelligences. Interesting findings were found between the two MA classes. The anticipated outcome of this study would demonstrate that including video-clips in teaching strategies would enhance the visual/spatial Intelligence proposed by Gardner, however the results demonstrate a far more dynamic and powerful impact of video-clips. The results from the Events Marketing group indicate that there is an increase (8%) in the incidence of all Intelligences except, interpersonal, that shows no change. Amongst the Sport Management group, all but three Intelligences increase (verbal, logical and bodily), and overall, those that increase do so at a higher rate than those of the Events Marketing group. Within this group, the strongest increase is 'musical/rhythmic intelligence' by 22%, an intelligence that was not considered a pre-existing learning style recognised by the group.

YouTube video clips are a valuable resource for marketing lecturers however, issues surround the ability of teaching staff to capitalise on this resource. Limitations and implications for further research are presented. This research is to be developed in the academic year 2007/08 to consider these shortcomings.

Q) FILM-INDUCED TOURISM AND THE CONSUMER EXPERIENCE: FOCUSING ON THE ROLE IMAGE CAN PLAY IN SERVICE PROMOTION

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Tourists as consumers are increasingly searching for and demanding new experiences. This paper contends that films can provide such profound experiences allowing the viewer to transcend what some authors term the shallowness of everyday life and transport the consumer to another place, to view somewhere which may be inherently new or different to them. Tourists may then seek to recapture or replicate that experience gained from viewing the film by actually travelling to and spending time in the place they were drawn to. An expanding body of literature suggests that film can influence people's travel decisions and entice them to visit particular destinations they have seen on the cinema screen (reinforced through repeat viewing on video, DVD and television). Tourism is a service industry. Does the image of a destination and how it's represented help overcome some of the challenges of service marketing? This paper investigates such issues by examining the influence of media, and film in particular, on consumer travel choice and experience, focusing on key examples in the UK and Ireland.

Findings reveal that the way in which destinations are portrayed in film does indeed help to overcome some of the challenges inherent in services marketing. As such, the phenomenon of film tourism in the UK and Ireland is growing and can be a very lucrative business if tapped into properly. Many regions through the British Isles have seen their consumer appeal improve due to their link with respective film and television productions. Although they have benefited tourism-wise from this, in many cases there still has not been enough real support from tourist authorities to this growth phenomenon and as such the full potential of film to tap into the consumer psyche has not yet been fully realised.

Q) POSITIONING OF THEME PARKS IN THE CONTEXT OF THE EXPERIENCE ECONOMY

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Back in 1970 Alvin Tofler mentioned the "experience industries" as a new sector that will appear in the economy in the future. Few decades ago theme parks, concerts, theatres, cinemas, television and travelling were the only activities that offered new experiences and emotions to their customers. Recent years this fact is radically changing. The boom of video games, virtual reality games, interactive forms of entertainment, growing power and opportunities of internet are only a few examples of spending the free time. Producers distinguished a new value in society – the need for experience, feelings, emotions. It appears to be a natural trend in the development of nowadays society. All people, busy in their everyday life, need something for their "souls and hearts" and the industry is offering exactly what the customers need. Theme parks (as an option for spending the free time) are the major attractions in tourism industry and they generate the greatest number of visitors and revenues (Holloway, 2002, p. 200). According to data presented by IAAPA[3], by 2008 revenues generated by the amusement industry will increase by 25 percent in comparison with 2003 and additionally, attendance will grow by 5 percent per year. Despite the optimistic predictions of a favourable trend of growth in the future, some authors (Pine and Gilmore, Nijs, Millay) support the opinion that amusement industry meets fierce competition even outside the tourism industry. They introduce as a main concern the so called "experience economy" which has already influenced different fields of business. The main goal of the analysis is by outlining the main characteristics and traits, to point out the impact of the experience economy on theme park industry and its consequences for the management of that type of attractions. This paper reports on research into how theme parks could compete and maintain their market shares in the context of the experience economy when they meet the fierce competition for the consumers' free time. The focus of the study is mainly on marketing and management strategies for keeping the competitive advantages of theme parks. The main goal of the current analysis is to evaluate the approaches of theme parks for adapting to the current changes and for maintaining their market shares.

The primary research was held into two phases: expert opinions were collected from theme parks' managers in Portugal and Bulgaria. The main advantages of the expert inquiry are the possibilities for versatile analysis of quantitative and qualitative issues concerning the defining or planning of certain characteristics of the product. The gathered opinions were analysed and conclusions were made about the common concerns of managers in both countries and their attitudes towards the changing business environment in theme park industry. Afterwards, attitudes of tourists who visited a water park in Bulgaria were collected by questionnaires in order to be analysed the preferences, values and motives of the customers. This contributed for deeper analysis whether the psychology of the tourists was changing, again in the context of the experience economy. Use was also made of an investigation conducted by a research company commissioned by the management of the water park in Bulgaria. Other sources of information were data published in official sources by theme parks, results of investigations held by specialised institutions, theoretical and empirical studies of Bulgarian and foreign authors in the field of the attraction industry.

Conclusions of expert opinions reveal several main issues which most of the interviewees pointed out and discussed:
- tourists are more demanding than ever;
- the competition for the holiday time of tourists is much stronger than last decade;
- those two factors result in constant attempts of managers to diversify the product, to find more aggressive marketing tools and to be highly flexible in their pricing policy;
- the final effects of those strategies are higher operational costs and consequently, lower revenues.

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[3] IAAPA, "Innovative Trends in the Global Amusement Industry", available on: http://www.numeriqc.ca/documents/ParksAttractions-InnovativeTrendsRecreManagJuly05.pdf, accessed on 07.06.2006

The analysis of the consumers' inquiries reveals that the main advantages of the investigated water park in Bulgaria are its attractions, which offer fun, action and amusement. Seventy five percent of the interviewed people had previous experience with a water park. However, eighty six percent pointed out that Action Aquapark (the Bulgarian water park) had fulfilled their expectations. The other thirteen percent describe as disadvantages of the park that they expected more attractions (41%) and bigger size of the water park (24%); they also mentioned that they experienced bad service (14%) and cold weather (16%). However, fifty eight percent of the interviewees rate Action Aquapark as "good experience". Considering all the gathered opinions, it could be concluded, that the management of the park should improve the material side of the product (size and range of attractions) which will offer different type of experiences (thrills, relaxation, education, amusement, etc.) as well as the service.

The third main research represents an investigation on the local people (the reasons of the local people not to visit Action Aquapark). The main reasons the respondents pointed out are that this attraction was expensive for them and one fifth of the interviewees mentioned that they have never heard of it.

The overall conclusion of the analysis is that the water parks need to improve frequently their product because customers travel a lot and they visit many places. Thus, tourists gain international experience and become more demanding. Additionally, the marketing communications and the pricing policy are another aspect that needs to be reconsidered.

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Q) MALE VISITORS EXPERIENCE TO A SACRED SCHRINE

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Mount Athos is the largest and by far the most important community of Eastern Orthodox monks in the world and claims to present the highest form of spiritual life known in the Christian society. It is an exalted form of society of men that symbolizes Byzantium, whose spirit, art, and legends have been piously guarded by the Hagiorites (monks of Mount Athos) through the centuries. The remoteness of the place, in conjunction with its rich spiritual, cultural, historical and environmental resources has for centuries attracted a large number of visitors. Despite the importance of the shrine for Orthodox Christianity the actual nature and content of the on-site experiences of visitors to Mount Athos have been generally ignored. Thus, the major dimensions used to distinguish their experience have not yet been identified. This paper attempts to broaden the subject of pilgrimage and religious tourism from the aspect of phenomenology by exploring the complex experience of travel to sacred places and contributing to the development of a comprehensive theoretical perspective on the complex experience of travel to sacred places. In doing so, direct investigation of the phenomenon of visitation of Mount Athos was adopted during three visits of the author to the shrine, which involved social interaction between the researcher and other visitors. By doing this, the research managed to examine the overall relative importance of various elements, which, generally speaking, can be assumed as 'attractions' for sacred places. From the analysis six core elements of experience emerged, namely spiritual; cultural; environmental; secular; educational and quest for authenticity. These elements are discussed in relation to the motivations, activities and behaviour characteristics of visitors.